

Successful CEM Programs Focus on the People, Not the Tools

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Executives charged with building and implementing CEM programs that demonstrate clear Return on Investment (ROI) should keep one critical point in mind: Regardless of the metric or measure used, the ultimate success of a program in driving positive change will be determined not by the specific tool employed, but rather by management's success at integrating CEM into the organization.

Companies employing CEM can achieve success by following the SMART Principles:



Bottom Line

- Companies looking to implement or upgrade CEM programs should not get distracted from their ultimate goal: increasing profitability through changes to the corporate culture that make customers more loyal.
- Using the SMART Principles, you can devise, implement and maintain an organizational process that uses CEM to drive real cultural change to improve the customer experience.

Read, [Customer Experience Programs: More than the Metric](#), to learn more.



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