

concentrix

Adobe
Solution Partner
GOLD

ConcentrixCX

ConcentrixCX Integration for Adobe

Connect Customer Insights Across Your Business

ConcentrixCX is the feedback management solution that helps the world's best brands to listen to their customers at every turn, predict "the next big thing," and take actions that change experiences for the better.

Integrations play a vital role in allowing brands to save time during their CX business processes. And yet, over 40% of companies see application integration as one of their top challenges¹—critical to connecting customer feedback with data across multiple data sources and lines of business.

Through Concentrix's integration with Adobe, you gain actionable intelligence into omnichannel customer journeys, uncovering opportunities to increase productivity, break down silos, and improve experiences.

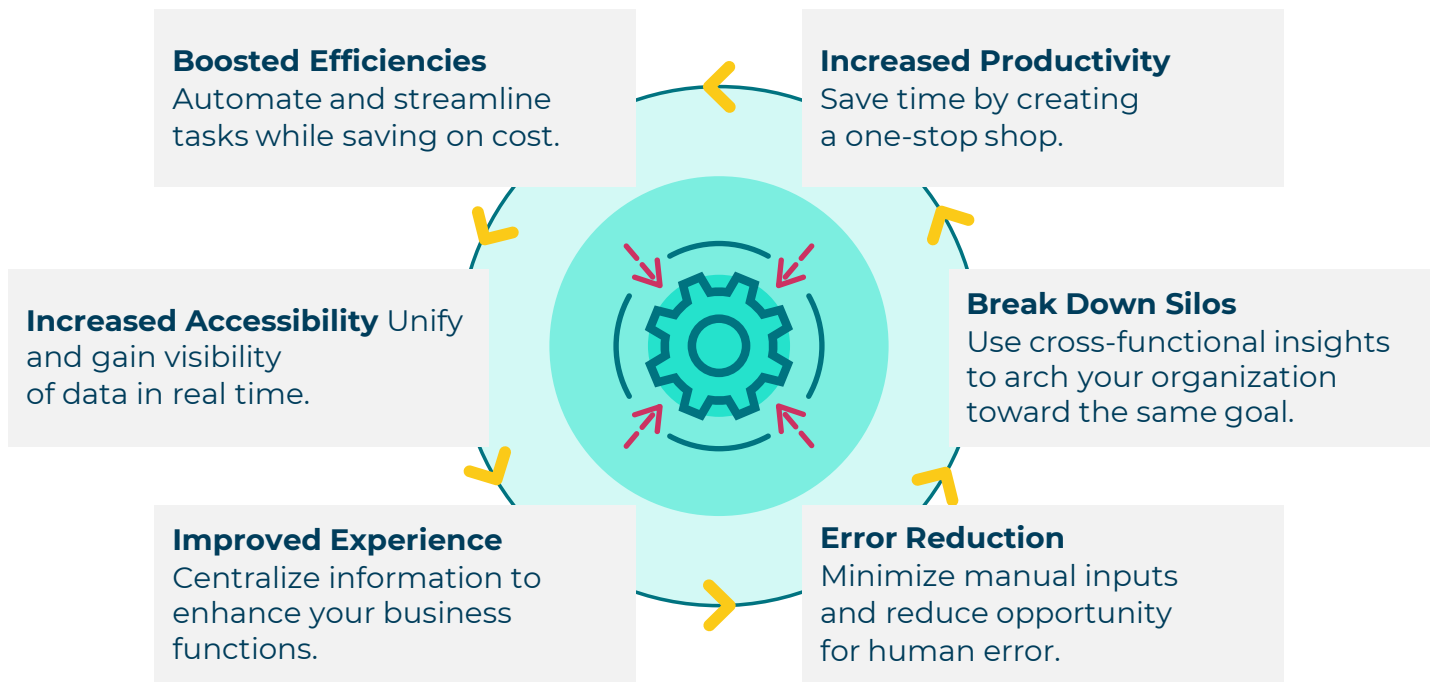


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as one of their top challenges¹

¹ "12 New Application Integration Statistics and Trends for 2022," Olga Anneko, elastic.io

Benefits of ConcentrixCX Integration for Adobe



Use Cases



Continuously Optimize Your DX

ConcentrixCX enables customer feedback across the digital journey, intercepting customers at key moments in the digital experience (DX) (e.g., while reviewing their cart). Attitudinal data about digital experiences can be brought into Adobe Analytics, accelerating identification of points of friction.



Deliver Personalized DX

By combining ConcentrixCX customer feedback with Adobe's behavioral analysis, teams can precisely augment data to understand the difference in DX between deeply satisfied and not-so-satisfied customers—giving you the ability to deploy tailored web experiences.

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