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# Customer Experience Leaders

**Earn Devoted Loyalty And Fuel Growth**

As a customer experience (CX) leader, you align your organization around customer value. From the C-suite on down, you advance customer-centricity — evaluating experiences from the customer's point of view. This approach drives loyalty and growth. But rallying the necessary level of focus and alignment is tough, to say the least. It requires persuasiveness, adaptability, and determination to move the needle and realize your CX vision.

## Get Resources Your Peers Love

Top resources for CX professionals, sent straight to your inbox.

Business Email Address*

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United States

☐ By checking this box, you agree to receive survey invitations and marketing communications.

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## Challenges We Can Help You Tackle

You aim to justify greater CX investment while demonstrating the value and influence of CX initiatives. It takes continuous effort to master the discipline of customer experience and earn the devoted loyalty of your customers. Forrester helps you face the day-to-day challenges you must overcome to achieve success for your organization.

Webinar

### Optimize Spending And Boost CX ROI

2026 Budget Planning: Level Up CX Tools, Tactics, And Teams

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Guide

### Demonstrate CX Value

Measure And Prove The Value Of Your CX Function

GET THE GUIDE

Guide

### Choose The Right Tech And AI

A CX Leader's Guide To Savvy Tech Buying

DOWNLOAD NOW

Rick Parrish
VP, Research Director
0:00 / 1:30

Hear Forrester VP and Research Director Rick Parrish explain how Forrester can help CX leaders prove the value of CX and deliver on a total experience for customers.

# Bold Solutions Fit For You

Forrester empowers customer experience leaders to mature their organization and fuel predictable business growth with experiences intentionally created to drive loyalty across customers’ most meaningful touchpoints.

## Deliver Experiences That Fuel Growth

Forrester Decisions for Customer Experience helps leaders strengthen their CX discipline, maximize the ROI of CX improvements, and tie customer experience to business results.

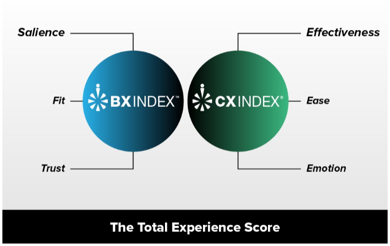
LEARN MORE

FORRESTER DECISIONS

## Deliver On The Brand Promise, Every Time

The Total Experience Score gives you a clear view of how well your organization is delivering the experience your brand promises. It helps you identify where expectations fall short, prioritize improvements, and partner with marketing to create more consistent, connected experiences.

LEARN MORE ABOUT THE TOTAL EXPERIENCE SCORE



The Total Experience Score

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## WHAT OUR CLIENTS ARE SAYING

Best Egg

### How Best Egg Redefined Its CX Strategy

BC Hydro & Power Authority

### Build A Customer-First Culture, Step By Step

Trish Wethman
Chief Customer Officer
Best Egg

Discover how Best Egg elevated its CX game and made customer experience a shared focus throughout the company.

LEARN MORE

Monika Curman
CX Lead
BC Hydro & Power Authority

How do you infuse customer centricity into a company's culture? Having a playbook helps. Learn how Forrester helps BC Hydro & Power Authority operationalize customer centricity.

LEARN MORE

See more of our client success stories and learn about the ROI your peers have realized through Forrester Decisions.

## UPCOMING EVENTS FOR CX LEADERS

New York City

### CX Forum East

Learn more →

San Francisco

### CX Forum West

Learn more →

Amsterdam

### CX Summit EMEA

Learn more →

### Forrester Forum Singapore

Learn more →

### Forrester Forum Sydney

Learn more →

## BLOGS

Blog

### Build The Experience AI Can't: Announcing Forrester's 2026 CX Events

Keith Johnston February 17, 2026

As every brand races to deploy the same AI tools, the differentiating factors will be the people using those tools and the experiences they create. Our 2026 CX events will equip you to build experiences that win trust and lasting loyalty.

Read More →

Blog

### Orchestrate CX Success With Forrester's CX Vision And Strategy Research And Tools

Riccardo Pasto February 6, 2026

Delivering great customer experience is a lot like putting on a concert. You can gather world-class musicians, give each of them brilliant individual parts, and still end up with … noise. What turns noise into music is a shared score — a bold vision of what the performance should sound like — and a plan that helps every section play in sync.

Read More →

Blog

## Is A Super Bowl Ad Worth It? That's The Wrong Question.

Dipanjan Chatterjee  February 5, 2026

Perhaps a more productive question is: What kind of brand is a Super Bowl ad right for?

Read More →

Blog

## This Valentine's Season, Gift V-For-Value With Personalization Tactics They'll Actually Love

Jessica Liu  February 4, 2026

With that love/hate Valentine's holiday around the corner, retail America tells us it's time to let the people in your life know you care about them. Valentine's Day gift staples like flowers or chocolate may be the standard. But gift-givers who assume that their loved ones want these commonplace offerings may end up falling flat. […]

Read More →

DISCOVER MORE INSIGHTS FOR CX LEADERS

## MEET A FEW OF OUR CUSTOMER EXPERIENCE ANALYSTS

### Maxie Schmidt

VP, Principal Analyst

### Amy Bills

VP, Principal Analyst

### Laura Ramos

VP, Principal Analyst

### Riccardo Pasto

Principal Analyst

## Talk To Us

Get in touch to learn how Forrester can help with your CX challenges.

BECOME A CLIENT

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