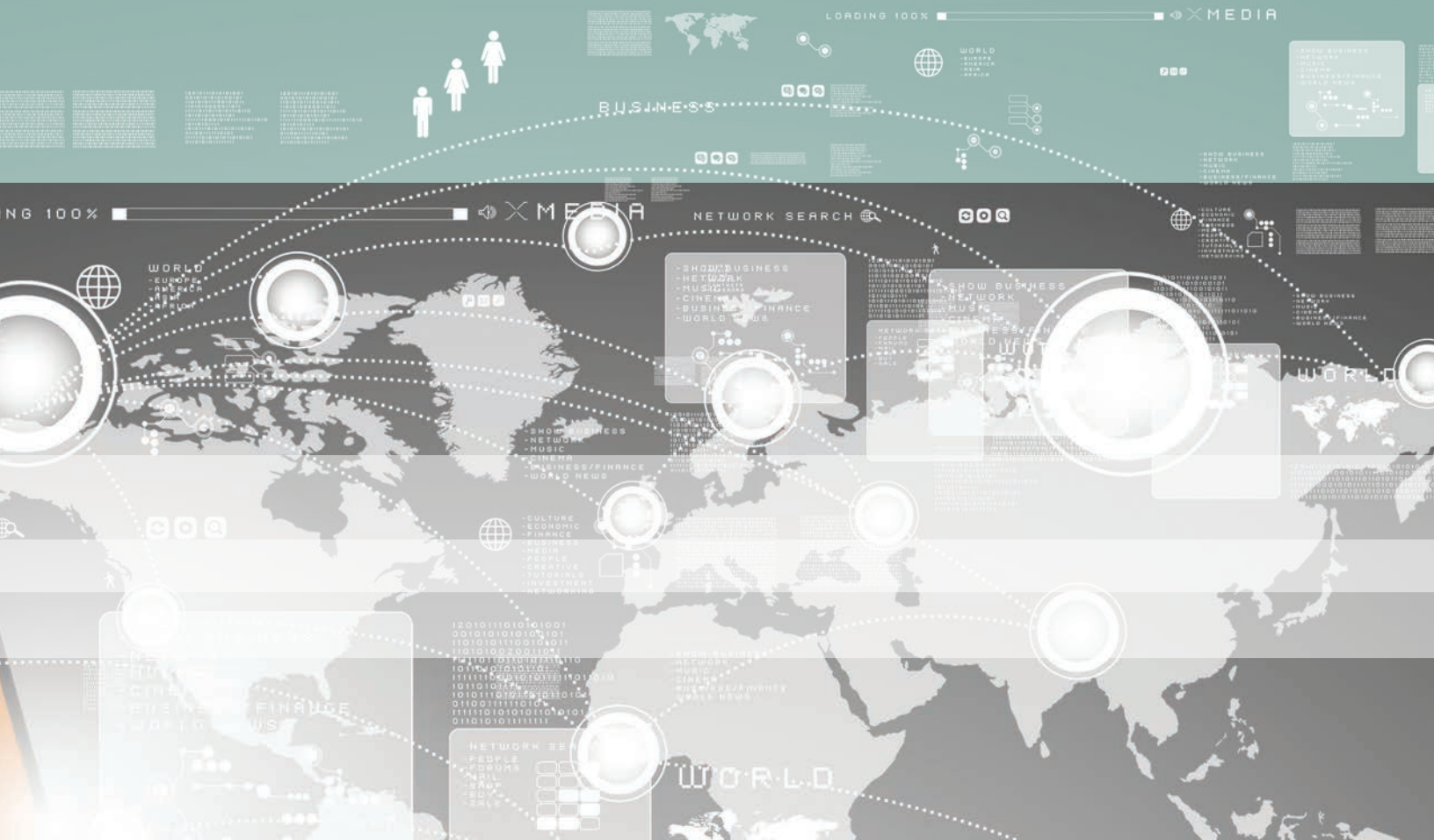


Survey Results:

Factors That Influence Enterprise Customer Experience Initiatives



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Survey Results:

Factors That Influence Enterprise Customer Experience Initiatives



In a survey of 100 senior executives at large customer service organizations focused on improving customer experience, Opus Research seeks to understand how enterprises develop business strategies and choose vendors to support Conversational Commerce. Based on the input from respondents, this report details organizational processes and the decision-making factors involved for purchasing, implementing and measuring success for enterprise customer experience initiatives.



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To purchase a copy of the Opus Research report "Survey Results: Factors That Influence Enterprise Customer Experience Initiatives" (October 2014), please contact:

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About Opus Research

Opus Research is a research-based advisory firm providing critical insight and analysis of enterprise implementations of software and services that support multimodal customer care and employee mobility strategies. Opus Research calls this market “Conversational Commerce” with tailored coverage and sector analysis that includes: Self-Service & Assisted Self-Service, Voice & Call Processing, Web Services, Personal Virtual Assistance, Mobile Search and Commerce and Voice Biometrics. www.opusresearch.net

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