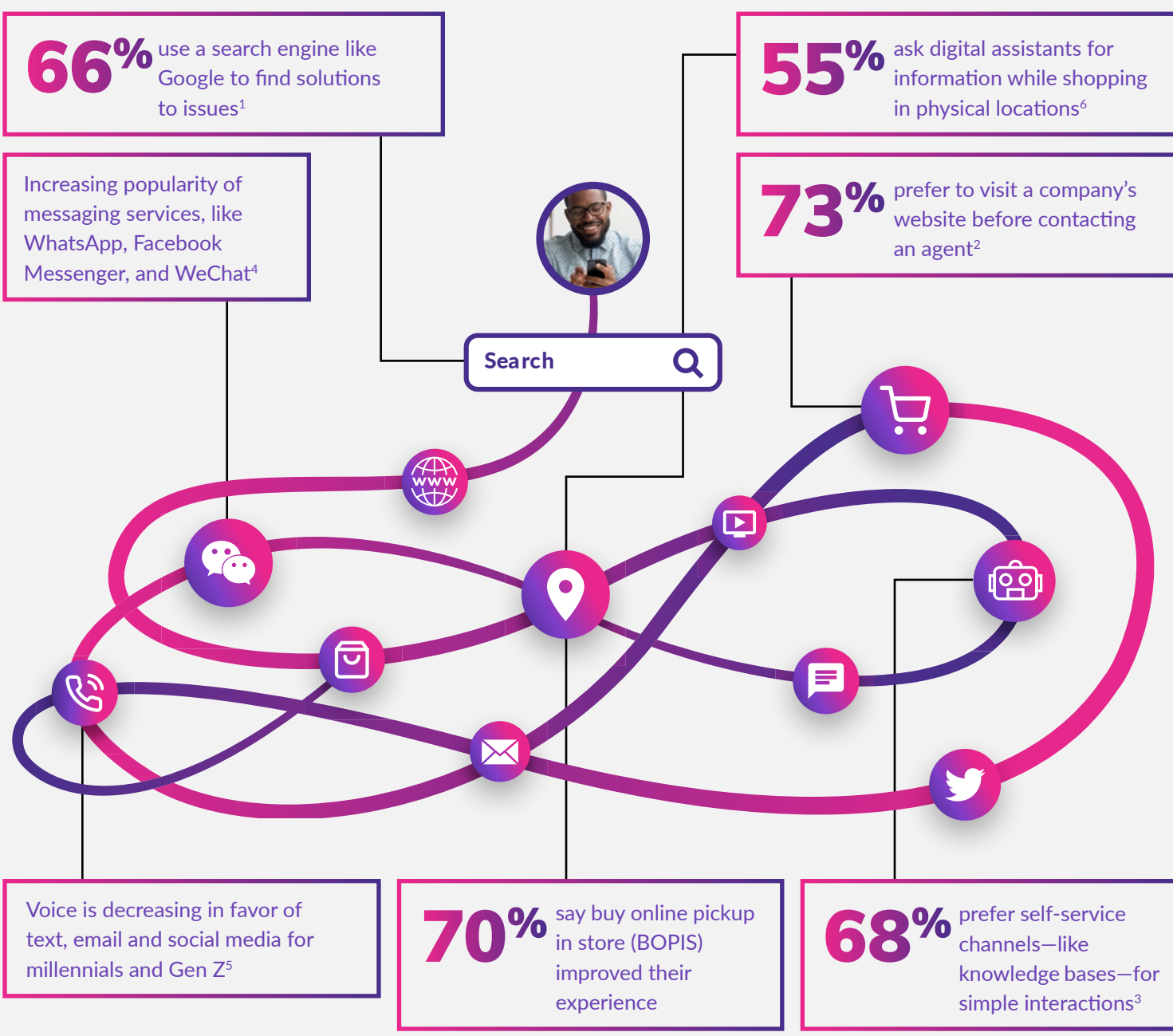


# Customer journey map: The new digital-first CX

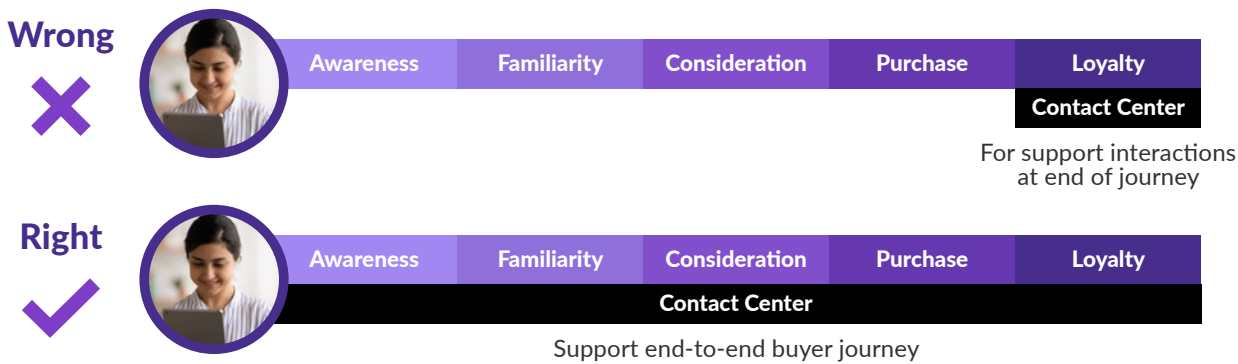
## The linear, predictable customer journey is obsolete.

Today's customer journeys begin with web search, and long before they initiate contact with an agent, they're self-serving their needs via the web and your digital—and physical—channels.



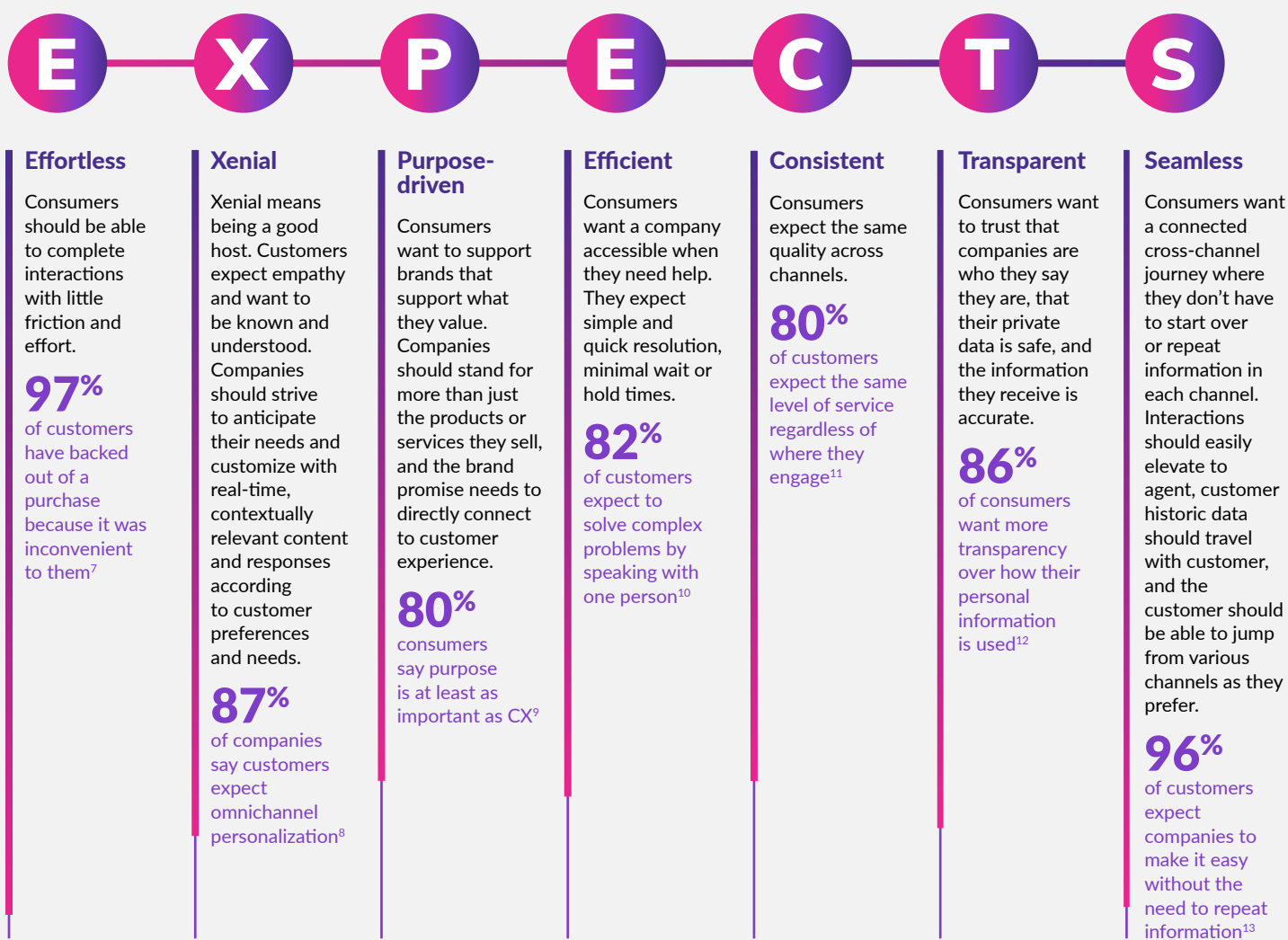
## From the digital front door across the entire journey.

The contact center is the hub that enables exceptional customer experience throughout the full journey—not just one touchpoint.



## Does your experience meet today's 7 customer expectations?

Today's consumers have an abundance of choice in a borderless and boundless digital landscape. They're increasingly impatient with brands that don't deliver on their expectations:



## Impact the entire journey to survive and thrive.

Contact centers have the power to create lasting customer relationships and can drive larger business outcomes than ever before. Accommodating messy end-to-end journeys and customer expectations determines if businesses survive or thrive:



## Transform every experience throughout the entire journey

Make better sense of today's new reality and future-proof for tomorrow. Leading CX experts will help you understand and integrate changing digital-first customer preferences to build relationships that last.

Get your copy

<sup>1</sup> Accenture: [Next Generation Customer Service](#) (2019)

<sup>2</sup> Accenture: [Next Generation Customer Service](#) (2019)

<sup>3</sup> Salesforce: [State of the Connected Customer - Third Edition](#) (2019)

<sup>4</sup> Statista: [Mobile messenger apps - Statistics and Facts](#) (2019)

<sup>5</sup> NICE: [CXone Transformation Benchmark, Consumer Wave](#) (2020)

<sup>6</sup> Futurum Research/SAS: [Experience 2030: Pulse Report](#) (2020)

<sup>7</sup> National Retail Federation: [NRF's Winter 2020 Consumer View](#) (2020)

<sup>8</sup> Deloitte: [2020 Update: A promise of growth and a path of complexity](#) (2020)

<sup>9</sup> Accenture: [Growth: It Comes Down to Experience](#) (2021)

<sup>10</sup> Salesforce: [State of Service, 4th Edition](#) (2020)

<sup>11</sup> Salesforce: [Trends in Integrated Customer Experience](#) (2020)

<sup>12</sup> Salesforce: [State of the Connected Customer, 4th Edition](#) (2020)

<sup>13</sup> NICE CXone: [Customer Experience \(CX\) Transformation Benchmark](#) (2020)

<sup>14</sup> PWC: [Experience is Everything: Here's How to Get it Right](#) (2018)

<sup>15</sup> Salesforce: [State of the Connected Customer, 4th Edition](#) (2020)

With NICE, it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, we're a worldwide leader in AI-powered contact center software. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

Contact Us

tele | +1 866.965.7227  
intl | +44 (0) 207.002.3000  
email | [info@NICEinContact.com](mailto:info@NICEinContact.com)  
web | [www.NICEinContact.com](http://www.NICEinContact.com)