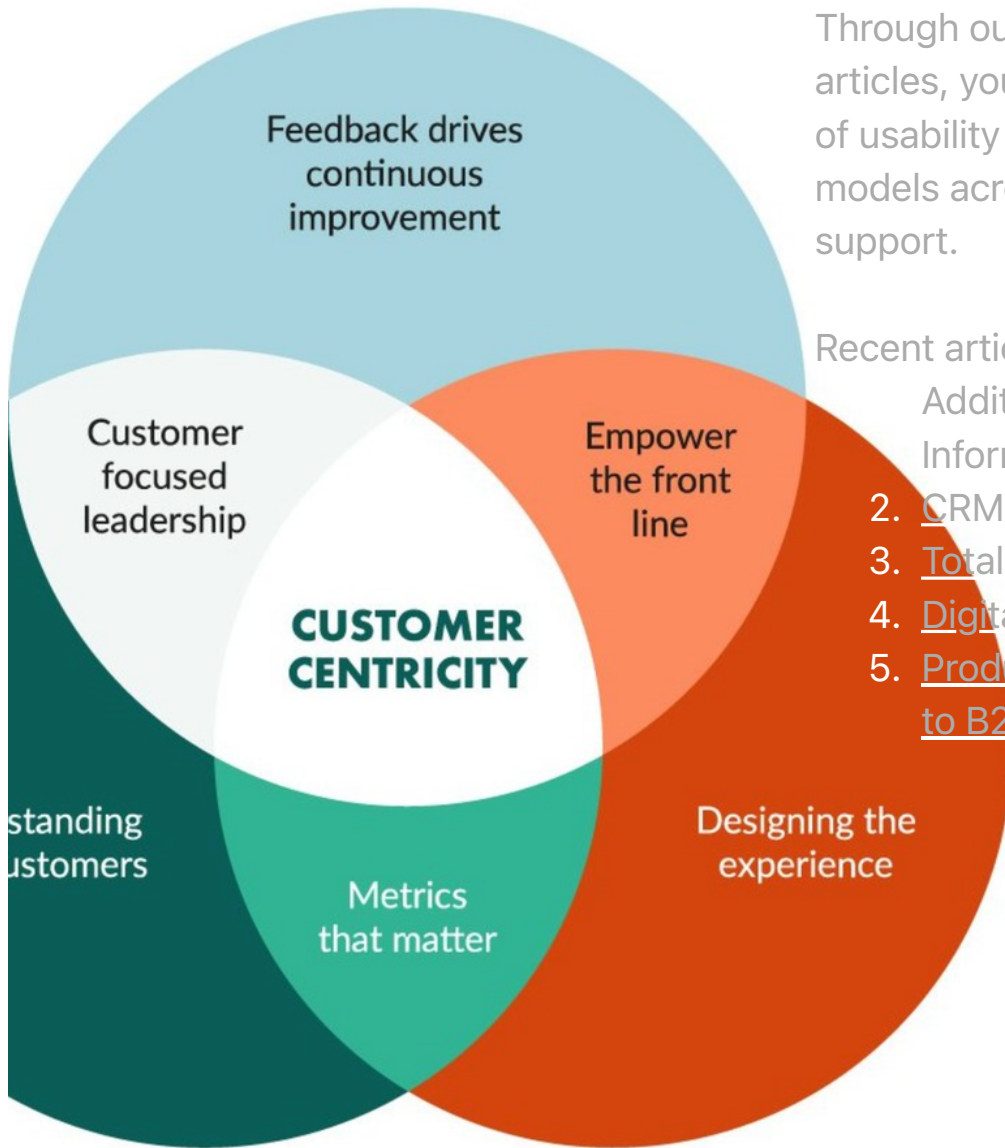


# Customer Experience



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Through our Customer Experience articles, you will explore the evolution of usability and customer interaction models across products and support.

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Additional Customer Experience Information

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Customer Experience

## What is It?

Customer experience (CX) is the totality of cognitive, affective, sensory, and behavioral consumer responses during a customer's interaction with an organization. Desired customer outcomes combined with the CX lead to the optimal Customer Success (CS), a concept called Customer Centricity (CC). CC puts the customer at the core of the business to drive repeat business and growth. Management solutions in this space (CXM) often target one or more facets of the wide area of impact. Additionally, the notion of Experience itself is elevated in this context as a distinct economic driver on par with commodities, services and goods.

## How Does it Work?

[CRM](#), [CX](#), and [CS](#) Platforms work by aggregating customer data, clearly presenting it, and encouraging informed updates to customer engagement processes as a result. The data itself is typically gathered through embedded technology (bots or tracking clicks/access – e.g., [Gainsight](#)) or connectors to existing systems (e.g., [Salesforce](#)). Embedded technology includes bots that use AI to engage customers in dialog, tracking software, etc. Significant advances in AI powered systems for aggregation and analysis have occurred in the last few years.

## What is the Competition Doing With It?

Competitors use these solutions much the same way we do, to drive better customer outcomes and to drive sales through deep integrations. Focusing on the outcomes, a [large array of tooling is in use](#): key solutions used by most include [Salesforce](#), [Google](#), [Adobe](#), [Hotjar](#), [SalesLoft](#), and [Drift](#). Orgs use this data to drive or impact leading SaaS metrics and indicators, the most discussed being [Net Dollar Retention \(NDR\)](#), [sometimes called Net Revenue Retention](#), which measures revenue growth over time from your existing customer pool – shown to have the [highest explanatory power of enterprise value-to-revenue multiple](#).

## What is the Potential Intersection With Tax?

The application of CX tooling and data to tax is ultimately tied to the ability to create highly focused user experiences that reflect the needs and expectations of known markets such as E-commerce along side new markets like Marketplaces. The tooling and companies that provide this technology are important only in that they provide accurate and focused data. The opportunity is then to aggregate this data, correlate across sources, and understand when and where pivots or changes are necessary to capitalize on the best possible customer outcome. The mechanisms for this kind of analysis are not that dissimilar from the [AI and Machine Learning](#) work currently underway and these two areas can be viewed as complimentary technologies.

## Next Steps

Vertex has invested in Customer Success via projects like Master Data Management, Salesforce, and Gainsight. A good next step is developing out the data fabric to aggregate and correlate these data sources. One potential mechanism to assist this endeavor is through the [ET Data Registry project](#). Additionally, tooling that allows these data sources to stream to a centralized place where analysis and filtering can be triggered would further allow fast and deep understanding of business decision impacts to our customers.