

# 5 Great Customer Experience Articles You Need to Read

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**Want to Provide a Great Customer Experience? Read These 5 Articles First.**



*If you are passionate about great customer experience (cx) or just starting your journey to understand the role cx plays in your business, these articles are for you.*

The world is evolving at an amazing rate. No matter if you are selling a product or a service; understanding the needs of your client and exceeding their expectations is more important than ever.

Below are 5 great articles that paint a clear picture of how important a *great customer experience* is and how to improve customer experience for your organization.

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# Who Owns Customer Experience?

by Denise Lee Yohn



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## Who Owns Customer Experience?

Denise Lee Yohn, a contributor at Forbes, discusses interaction with Tiffani Bova, Salesforce's Global, Customer Growth and Innovation Evangelist. Tiffani provides insight regarding the direction CX is moving.

"It matters less who owns CX and more who executes on it" - [@Tiffani\\_Bova](#) via [@deniseleeyohn](#) #CX Tweet this

Typically, marketers are thought to be the owners of the customer experience. Read this article for Tiffani's take on who is responsible.

Read the full article: [Who Owns Customer Experience?](#)

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# Why is the Customer Experience Model so Important?

by Alberto Garduño



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## Why is the Customer Experience Model so Important?

In contrast to Denise Lee Yohn's article, Alberto Garduño looks at the importance of a *great customer experience* from a different angle – through the eyes of the marketer. But, there are similarities as well.

“Customer experience, effective communication and most importantly; complete satisfaction.” - [@albertogardunoc](#) [#customerexperience](#) [Tweet this](#)

Read the full article: [Why is the Customer Experience Model so Important?](#)

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# 50 Important Customer Experience Stats for Business Leaders

by Vala Afshar



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## 50 Important Customer Experience Stats for Business Leaders

What is customer experience and why is it important? And what do business leaders exactly need to know about customer experience? On a quest to answer these questions, Vala Afshar spoke with Gartner Analyst Esteban Kolsky is the founder and principal of thinkJar, a Customer Strategy consulting and think tank organization. An annual survey by Esteban reveals key customer experience statistics that business leaders should not avoid.

[“Research shows that 55% of consumers are willing to pay more for a guaranteed good experience..” – @ekolsky](#)  
Tweet this

The 50 stats in this article are intended to build awareness and commitment to improving the overall customer experience.

Read the full article: [50 Important Customer Experience Stats for Business Leaders](#)

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## The Value of Customer Experience, Quantified

Peter Kriss set out to explore how you can calculate the impact good versus poor customer experience. By analyzing two global, \$1B+ businesses, they went beyond calculating but discovered the massive effect customer experience has on our businesses.

“Customer experience is a major driver of future revenue.” [@peterkriss](#) Tweet this

If you are interested in seeing the numbers that support the value of a positive customer experience – this article is for you.

Read the Full Article: [The Value of Customer Experience, Quantified](#)

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# The CEO Guide to Customer Experience

by McKinsey & Company

The McKinsey & Company logo, consisting of the text "McKinsey & Company" in a serif font, enclosed within a white circle.

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## The CEO Guide to Customer Experience

With a simple 3-step approach, this article gives a road map for creating a customer experience strategy that leads to positive business outcomes.

[Tweet: "Takes patience and guts to train an organization to see the world through the customer's eyes." - @McKinsey](#) [Tweet this](#)

"But it takes patience and guts to train an organization to see the world through the customer's eyes and to redesign functions to create value in a customer-centric way." - @McKinsey

Enjoy videos, infographics, and key insights that make the case for moving away from touchpoints to journeys.

Read the full article: [The CEO Guide to Customer Experience](#)

## Any recommendations?

Do you know of any articles that I should add to this list? My goal is to make a comprehensive list of meaningful customer experience articles. Leave a comment or connect with us on Twitter, [@unicomcorp](#).

## About Unicom Teleservices

We are a 24-hour answering and call center service that supports our client's customers. For almost 3 decades,

customer experience has been at the center of Unicom's business. Each call we take is an opportunity to build a relationship and deliver an amazing experience.

Our live agents take pride in their work and understand the role they play in supporting your business. [Learn how Unicom can deliver a great customer experience your customers.](#)