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CUSTOMER EXPERIENCE (CX): it's a hot topic and pops up almost everywhere you look. But what exactly is it? Forrester Research defines CX this way:

“How customers perceive their interactions with your company.”

Often when we hear people talk about CX, it's almost in terms of something mystical or intangible. The truth is, it's anything but. CX is a proven strategy that allows firms to increase offerings and add value to business.

This helpful 10-step guide explores the tactics accounting firms are using to provide exceptional customer experiences that result in happy, loyal clients who:

- Are less likely to leave
- Create more upsell opportunities
- Refer new customers
- Put less stress on your customer support teams

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