



ABCs of CX

By Jeffrey Daigle

May 24, 2017

If you've ever had a conversation with a customer experience (CX) professional, you've probably been barraged by buzzwords. This e-book is a primer to help you get fluent in the language of CX. Check out the complete [E Source Customer Experience Glossary](#) to learn the meanings of more than 100 CX-related terms. Before you know it, you'll be using your VOE to talk CXM to your CCO.

[Download](#)esource-abcs-of-cx.pdf

© 2008 - 2025 E Source Companies LLC. All rights reserved.
Distribution outside subscribing organizations limited by [license](#).