



CUSTOMER EXPERIENCE
NETWORK

BECOME A MEDIA PARTNER

www.cxnetwork.com



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About Us

CX Network is an online resource for global customer experience, service, insight, digital and marketing professionals who are leveraging customer experience strategies to increase customer acquisition and loyalty, whilst driving increased profits across the entire organisation.

Our value-rich content includes in-depth market reports, interviews with industry leaders, infographics, articles, webinars and so much more! Our focus on the content that matters the most, allows us to cut through the white noise that surrounds this ever-changing subject, and makes us the primary resource for CX executives to turn to.

We provide expert commentary, tools and resources developed by experienced customer experience professionals and industry insiders. With a growing membership and global portfolio of events, CX Network ensures customer experience leaders keep their finger on the pulse by delivering them with practical and strategic advice to help them achieve their business goals.

Our cross-industry approach allows our audience to see the leaders and laggards within customer experience, benchmark themselves and tailor their business strategy to help position themselves as a customer-first organisation.

CX Network Members



Telefonica



FedEx

HSBC



TOPSHOP

★ macy's



AVIVA

Google

pwc

Nestlé



PHILIPS



vodafone



TeliaSonera



MARKS & SPENCER

BARCLAYS



ERICSSON



Microsoft

halfords

Standard Life



CREDIT SUISSE

virgin atlantic



telenor group

British Gas

vodafone



BACARDÍ



NatWest

GUCCI



Ziggo



Unilever



Deutsche Bank



Santander

Standard Life

ERICSSON



Cath Kidston



Unilever

Deutsche Bank



AIRFRANCE



John Lewis

verizon

TESCO

RSA



IBM

Bupa

ORACLE



Sainsbury's Bank

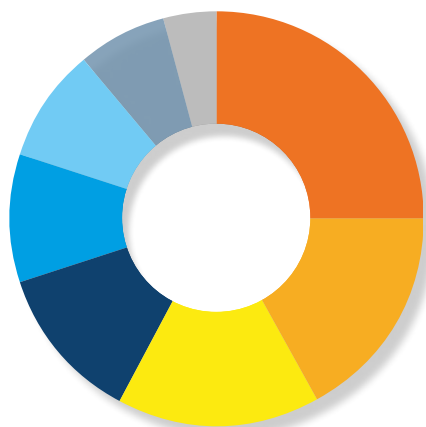


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Our Audience

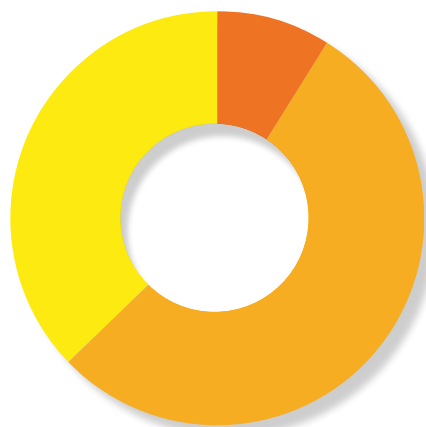


Audience by Industry



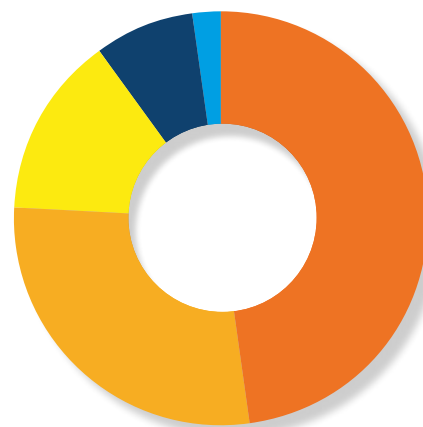
Financial Services	25%
Telecoms	17%
Retail	16%
Technology	12%
Hospitality and Travel	10%
Utilities/Energy	9%
Logistics	7%
Government	4%

Audience by Seniority



C-level	9%
VP/Director/Head	54%
Manager/Other CX titles	37%

Audience by Region



Europe	48%
North America	28%
Asia Pacific	14%
Africa	8%
South & Central America	2%

Sample Job Titles

Chief Experience Officer
Director of Customer Services
VP, Customer Experience Design
Director of Customer Service and Payments Operations
SVP, Online and Mobile Channel
Head of Customer Insight
Customer Care Director
VP, Digital and Social Media
Director of Marketing
Head of CX and Digital Transformation

Media Partnership Opportunities



Become a CX Network Media Partner and expose your organisation to our database of over 90,000 customer experience, marketing, digital and insight practitioners, and members from the likes of John Lewis, Vodafone, Macy's, Sky and Mothercare!

We also create regular in-depth reports based on primary research and discussions we have with industry leaders, which provides great opportunities for you to get your messaging in front of a targeted senior audience to increase brand awareness, grow your database and web traffic, and have access to the latest expert content.

We tailor every partnership to ensure your specific business needs are met, and will always work hard to increase your brand awareness, drive more traffic to your site and grow your membership. Some of the opportunities we offer include:

- Organic exposure to our audience
- Promotion of your organisation on our website, in our weekly newsletter and across our social channels
- Banner advertising
- Exchange of content
- Providing comments for inclusion in one of our reports, all of which are promoted extensively for an 8-week multi-channel marketing campaign
- A personalised copy of one of our reports including your logo on the cover and promotional text and hyperlink within the report
- Access to the results of our annual in-depth survey on the key trends, challenges and investment priorities within the industry (the 2015 survey received over 700 responses)

Interested in partnering with CX Network? Email our editor on zarina.deruiter@iqpc.co.uk for more information.

CX Network Partners

Online and event partners include:

FORRESTER®

CMO.
by Adobe

CRMxchange

www.loyaltymagazine.com
LOYALTY
CRM DATA CONTACT CENTRES DM REWARDS

MYCUSTOMER.com

outsource
www.outsourcemagazine.co.uk

PROFESSIONAL
Outsourcing

Market Reports

Each month our editorial team produces an exclusive Market Report focused on a different topic within customer experience. All reports are free for our members and you can see the calendar of themes below.

We also create in-depth Quarterly Reports, such as The Evolution of Customer Experience in 2015 (featured on the right).

Our reports provide unique collaboration opportunities for partners. See page 4 for examples of how we can help you increase brand awareness, drive more traffic to your site and grow your membership.

Email our editor at zarina.deruiter@iqpc.co.uk for more information.

JAN	Telecoms Focus: How to Reduce Churn and Improve Customer Retention	MAY	Digital Marketing Trends	SEP	Key Steps for CX Leaders to Gaining Senior Management Buy-In
FEB	Optimising Customer Complaints Management in Financial Services	JUN	Top 10 Tips and Tricks for Optimising Outsourcing Tools	OCT	Secrets to Delivering a Differentiated CX
MAR	The Changing Face of Customer Loyalty in Retail	JUL	How to Capitalise on the Digital Disruption Impacting CX	NOV	Learn From the Winning Strategies of CX Leaders
APR	How to Tackle the CX Industry's Biggest Challenges	AUG	What is the Role of the Chief Digital Officer in a Saturated C-Suite?	DEC	Customer Experience Predictions for 2017

Events



CX Network live events are hosted throughout the year in a variety of locations across the globe.

All events – Conferences and Exchanges – are carefully tailored to provide exceptional learning opportunities, senior level networking and an the ability to engage with senior customer experience, marketing, insight and digital executives, and the very best suppliers under one roof.

Customer Insight and Analytics Exchange

UK, January 2016

Customer Experience Management Telecoms Global

UK, January 2016

Customer Experience Exchange for Financial Services

UK, February 2016

Customer Experience Travel and Leisure

UK, February 2016

Digital Transformation+

UK, February 2016

Customer Experience Management Telecoms Latam

Brazil, March 2016

Customer Experience Exchange for Telecoms

UK, April 2016

Customer Experience Week

UK, April, 2016

Customer Experience Management Telecoms Nordics

Sweden, April 2016

Customer Experience Exchange Nordics

Sweden, April 2016

Executive Customer Contact Exchange

UK, May 2016

Customer Experience Exchange for Retail

US, May 2016

Customer Experience Transformation Insurance

UK, May 2016

Customer Experience Management in Telecoms B2B Summit

UK, June 2016

Customer Experience Transformation: Financial Services Nordics

Sweden, June 2016

Customer Experience Exchange for Retail

UK, July 2016

Customer Experience Exchange for Travel & Hospitality

UK, September 2016

Digital Marketing & Transformation Exchange

UK, September 2016

Customer Experience Exchange for Financial Services Europe

Europe, September 2016

Customer Experience Transformation Financial Services

London, September 2016

Executive Customer Contact Exchange US

US, October 2016

Customer Experience Exchange for Financial Services

US, October 2016

Customer Experience Exchange Europe

Europe, November 2016

Customer Experience Transformation: Nordics

Denmark, November 2016

Digital Transformation for Financial Services

UK, November 2016

Chief Digital Officer Roundtables

UK, December 2016

 Symbol denotes exchange

 Symbol denotes conference

The Team

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