



PERSONA Chief Marketing Officer

Carrie A. Vision, CMO, uses the CXApp solution for her events/meeting strategy to drive a cross-functional approach to customer experience and program management that is scalable and influences ROI.

CUSTOMER-CENTRIC Delivers all touchpoints for on-site, in-person experiences in one tool.

HOSPITALITY Deliver white-glove services for local dining and entertainment suggestions.

ACTIVITY STREAM Multi-media conversations aide a transparent, collaborative brand forum

OMNI-CHANNEL Engage with your audience on mobile, tablet, desktop, and via an app.

CONTENT Keep your brand story at the forefront via on-demand access to collateral.

AUDIENCE INSIGHTS In-app profiling keeps teams synced and accounts personalized.

CROSS-FUNCTIONAL ALIGNMENT A 'de-siloed' approach to program and customer experience initiatives.



SAMPLE USER

Carrie A. Vision

Chief Marketing Officer,
Silcom Tech