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The foundation of the customer-centric enterprise is market and user research that creates actionable insights into the problems customers face, the solution requirements, and the solution context. Market research tends to drive strategy; user research tends to drive design, as highlighted in Figure 1 below. Figure 1.

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Customer

SurveyMonkey research shows that 89% of surveyed C-level executives say that they are extremely invested in CX, and 87% of professionals say that their organization finds customer feedback holds more importance now than before COVID-19. SurveyMonkey, a leader in agile software solutions for customer experience, market research, and survey feedback, today shared the findings from its new report ...

Customer Centricity - Scaled Agile Framework

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