


the mechanisms and payoff for delighting employees would also be in order.

Research has been sparse

While complaints and satisfaction have been the subject of rigorous market research for decades, delight research has been sparse, especially across digital channels. This preliminary study by CCMC/CSL/VIPDesk suggests that there is as much income to be made at the high end of the CX spectrum as is being earned fixing the lowest end of the spectrum. We hope this study is the first of many in the field. 

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