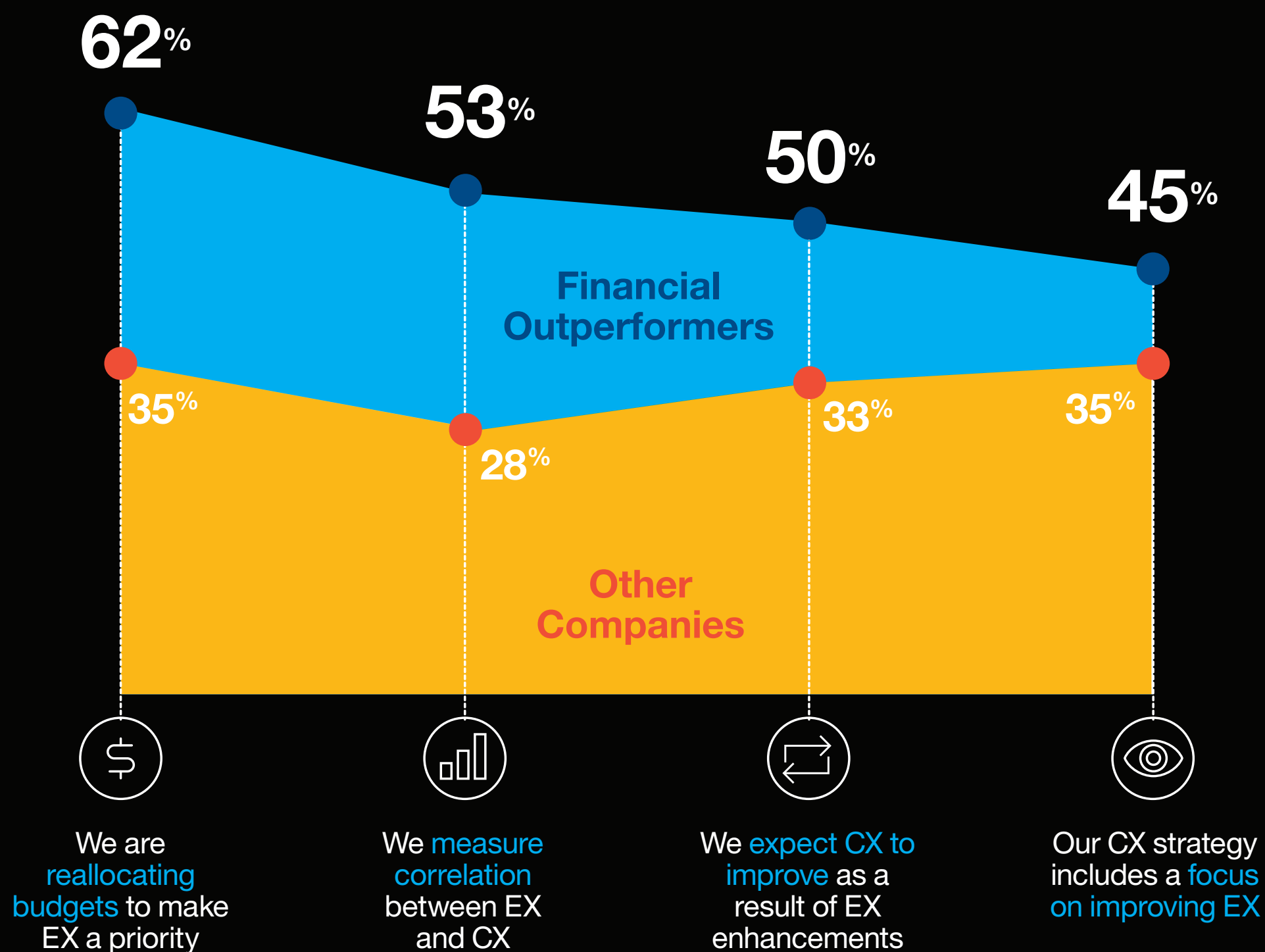


# New teams, new rules: The impact of CX on EX

## The experience revolution

Many companies aren't incorporating employee experience (EX) strategy into the digital reinvention of their customer experience (CX), despite the impact CX changes have on their workplace. But financial outperformers are different. They are far more likely to see the connection between EX and CX.



## The financial outperformers get it

The most exciting CX innovations won't matter if employees aren't on board. Use this time of CX transformation to transform EX as well.

2016 IBM Institute for Business Value, The experience revolution: New teams, new rules. N = 600 CEOs, CMOs, Chief Customer Officers and other executives.