

Customer Experience and User Experience Definitions

Customer Experience (CX)

All interactions people have with or about a company's messages, people, processes, products or services from potential customer to customer to advocate.

User Experience (UX)

A person's experience directly interacting with a company's products or services. The proof point that promises made are true.

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This is a companion document for readers of Bean and Van Tyne's book **The Customer Experience Revolution** - How Companies like Apple, Amazon and Starbucks have changed business forever.

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