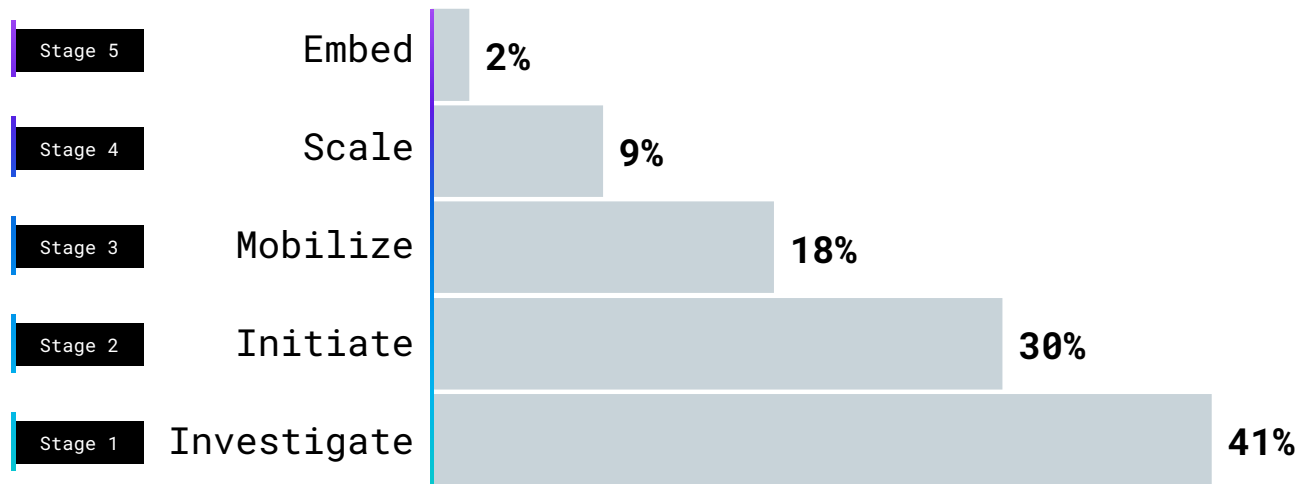


The State of Customer Experience (CX) Maturity, 2024

Distribution of CX Maturity stages from companies that completed XM Institute's *CX Competency and Maturity Assessment*



Base: 234 CX Practitioners from companies with 1,000+ employees

Source: Qualtrics XM Institute 2024 Q1 CX Practitioner Study

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