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Beyond the sale: 7 reasons the real customer journey starts after purchase

Customer success is pivotal to long-term satisfaction and loyalty, yet 37% of organizations don't have a clearly defined strategy ere are 7 reasons post-purchase engagement is just as important as ac uisition:

: xpectations are skyrocketing

• 93% of customer service teams say customers have higher expectations are skyrocketing company of customers are skyrocketing samples.