



# YOU'RE INVITED

CX in Crisis: Join Us to Transform Your Customer Experience in 2025!

## WHEN?

Thursday, February 20, 2025  
9:00 AM - 12:00 PM

## WHO?

Hosted by Dan Mannion  
(SparkCX)

## WHERE?

Austin, TX

*Address will be shared when accepted to attend the event*

## RSVP:

<https://tinyurl.com/SparkCX-CCNG>

The founders of SparkCX and the Contact Center Networking Group (CCNG) are proud to host this exclusive executive summit for CX leaders. We will discuss tactics you can implement in the first half of this year to ensure your customer experience is brighter in 2025.

In the opening paragraph of the CCW Market Study on CX Trends, Challenges, and Opportunities, they state a sobering truth—in the four years they've surveyed thousands of customers on their customer experiences, the customer perspective has gotten worse every single year. Well, we say enough is enough.

We can't keep operating the same way each year and expect things to just magically get better. It's time for changes. Come join us for a three-hour discussion where you will leave with a better CX network and real tactics you can implement to improve your CX experience in 2025.

## TOPICS:

- Are our CX Metrics Broken? Identifying KPIs That Actually Matter.
- What should we stop doing in 2025 that's not improving CX?
- Where should we reinvest our time and resources to make a positive change today?

## WHY YOU CAN'T MISS IT:

- Expand your network with CX thought leaders
- Learn actions to immediately drive positive CX improvements in your business