SAGE businesscases

Partner with SAGE to develop your customer experience business case!

Series Editor
Aileen Day, CCXP

SAGE Publishing continues to grow its teaching case collection, **SAGE Business Cases**, across the business spectrum while incorporating thought from a variety of disciplines. This year's **customer experience** collection within SAGE Business Cases **will explore all issues related to the field and practice of customer experience** including culture, strategy, voice of the customer, customer experience governance, customer data analytics, human-centered design, employee experience, communication in customer experience, contact center operations, leadership and customer experience program development across all sectors. We seek to represent an inclusive array of customer experience management scenarios that address a range of issues affecting customer experience professionals in a post-pandemic, contemporary society.

Topics that may be covered include:
1. **Establishing customer experience culture**. Successful and not-so-successful methods for influencing buy-in, building, and sustaining customer experience culture.
2. **Measuring and evaluating customer experiences.** Establishing frameworks for setting customer experience standards, methods of measurement, triage, data democratization, and evaluation.
3. **Governance.** Methods, techniques, and reasons for integrating customer experience governance into the organization's enterprise-level, day-to-day customer experience practices.
4. **Customer listening.** Traditional and emerging methods of collecting customer feedback, triaging information, and closing the feedback loop with customers.
5. **Designing customer experiences.** Application of different frameworks, theories, and methodologies for reducing red tape and sludge or improving online and in person experiences.
6. **Lessons learned.** Techniques for partnering across the organization to recover from social media firestorms, reputational crises, and customer experience failures.
7. **Diversity and inclusion**. How to build and measure the success of inclusive customer experience practices.
8. **Risk management and legal**. Techniques for partnering with risk management and legal teams to protect the organization while balancing customer expectations.
9. **Contact center operations**. Successful and not-so-successful methods for staffing and training.
10. **New technology**. Stories of how automation, artificial intelligence, and other technologies attracted customers, reduced customer wait times, and promoted customer participation.
11. **Customer experience leadership**. Strategies for acquiring funding, leading a customer culture, expanding programs, and gaining buy-in across the organization.

SAGE is pleased to offer case authors:
- Double-blind peer review of your case and teaching notes
- Copyright in your name and final PDF
- Payment when your case is published
- An international audience for your work

For questions and sample cases, contact:

Rebecca Frankel
SAGE Editor
rebecca.frankel@sagepub.com

DEADLINE FOR SUBMISSION: Rolling

We look for cases between 1,000 and 5,000 words. Please also include discussion

questions and teaching notes. Guidelines and templates may be found here. Manuscripts will be accepted through our ScholarOne portal.