

# Optimizing B2B Customer Experience: A Six-Step CEM Framework

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## **Optimizing B2B Customer Experience: A Six-Step CEM Framework**

**Abstract:** This research investigates Customer Experience Management (CEM) within the business-to-business context. Through qualitative interviews with 15 customer experience decision makers across various sectors, the study identifies that CEM plays a strategic role in fostering a customer-centric vision. However, challenges arise in policy formulation, action design and implementation, and performance measurement. To address these challenges, comprehensive Six-Step CEM Framework is proposed, based on seven tactical activities. The model aims to foster a holistic CX strategy that is customer-centered, aligned with corporate strategy, and driven by measurable outcomes.

**Keywords:** *marketing strategy, customer experience management, B2B.*

**Track:** *Relationship Marketing*