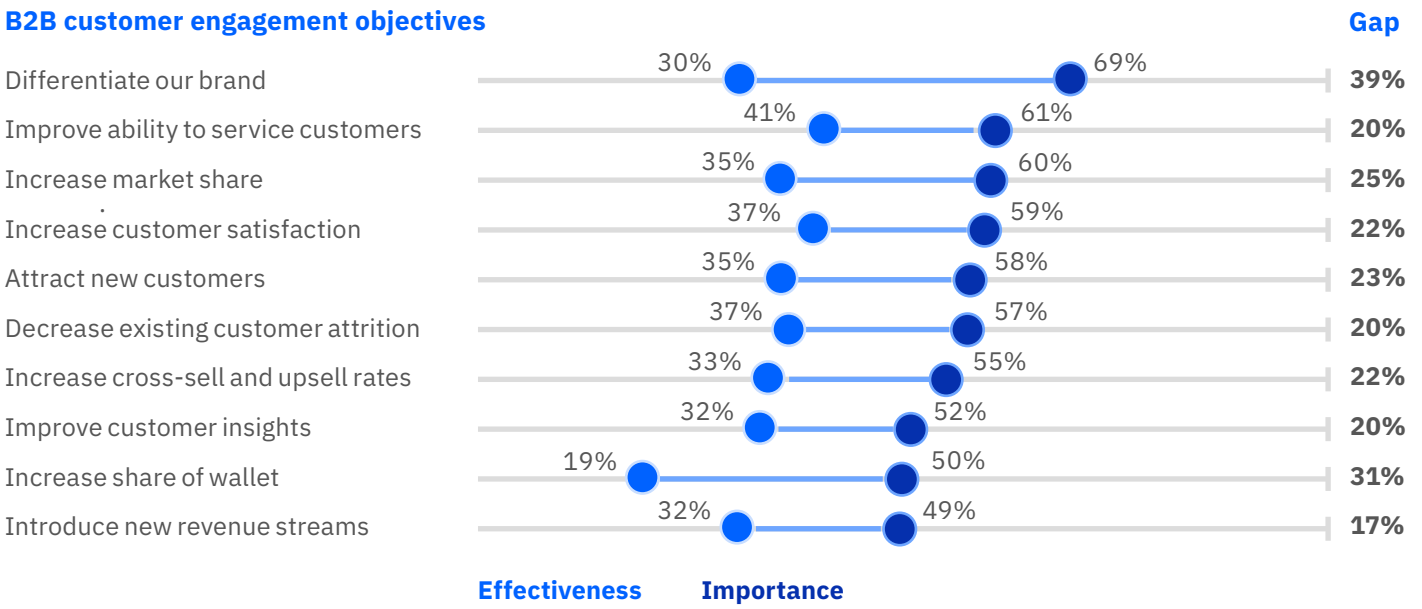


Chemicals and petroleum game changers

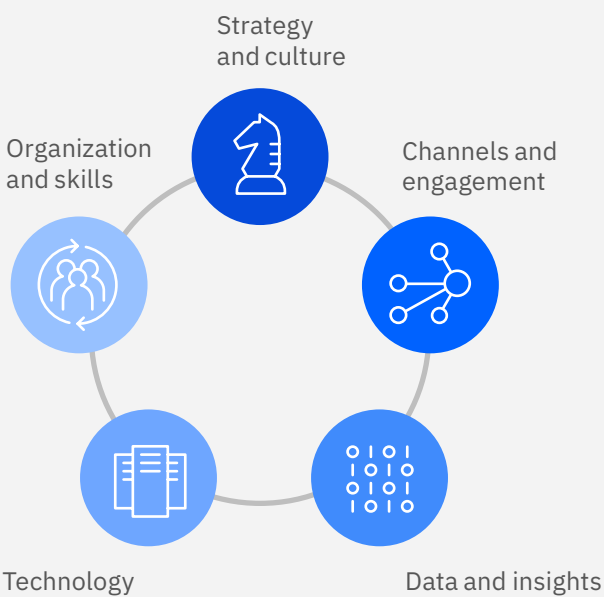
How leaders are using an omni-channel approach to enhance B2B customer engagement

Chemicals and petroleum organizations worry that their customer engagement is not up to the task

B2B customer engagement objectives

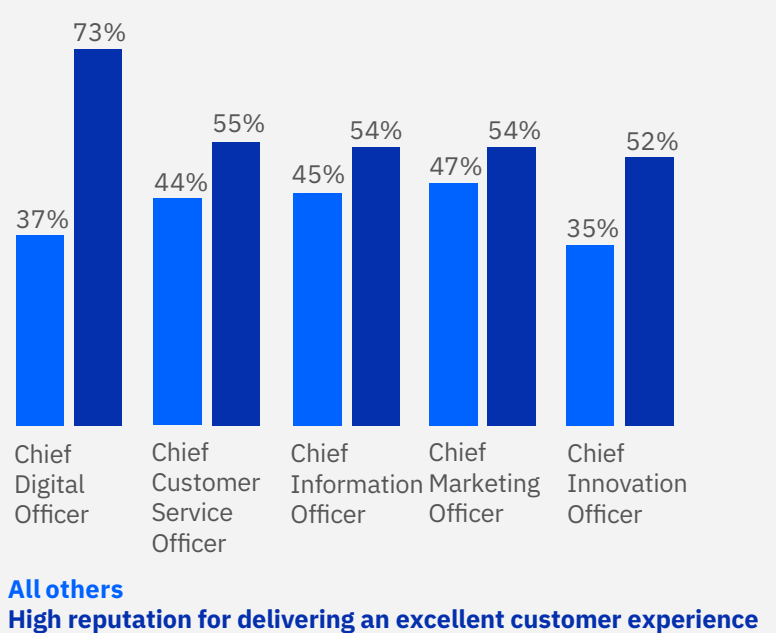


Leaders approach customer experience and engagement differently



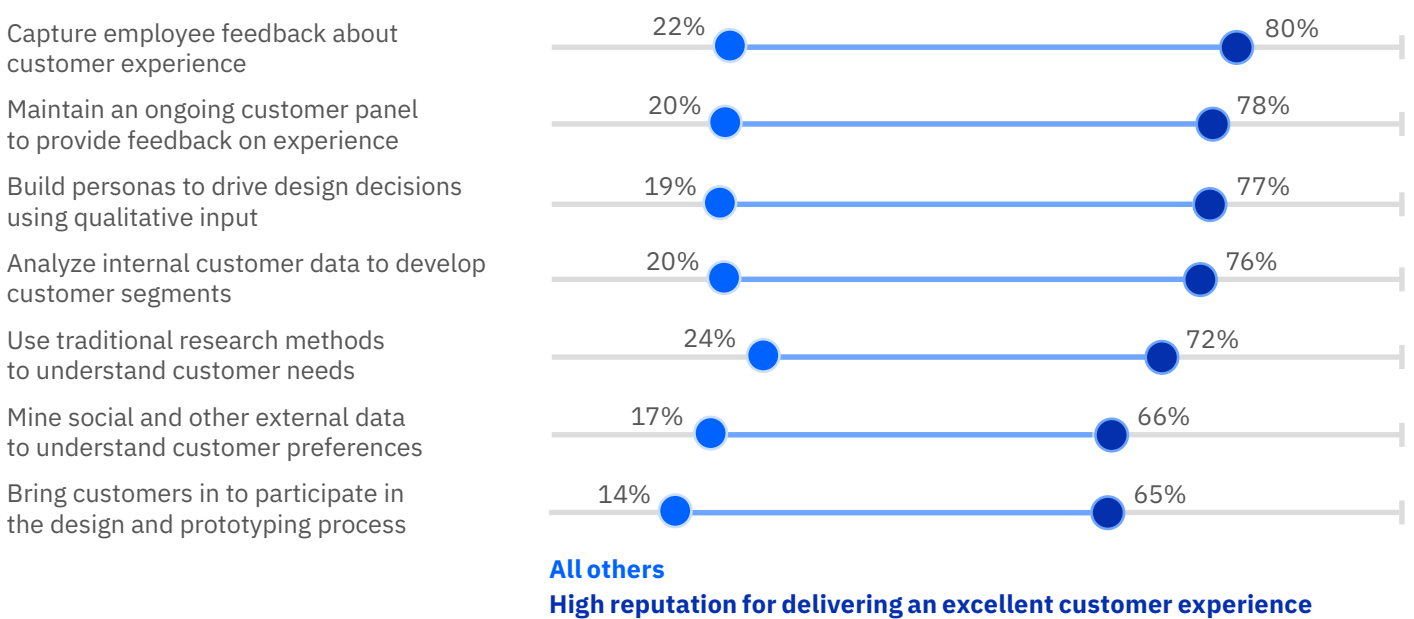
Leaders orchestrate digital transformation of customer experience

C-suite officers with primary responsibility for the digital transformation of customer experience



Leaders make sure customers are part of the customer experience team

Incorporation of customer insights into the experience design process



Transforming customer experience and engagement is an ongoing journey for your customers, employees, partners and your technology landscape.

To learn more, visit: ibm.co/chemicals-petroleum-customer-engagement