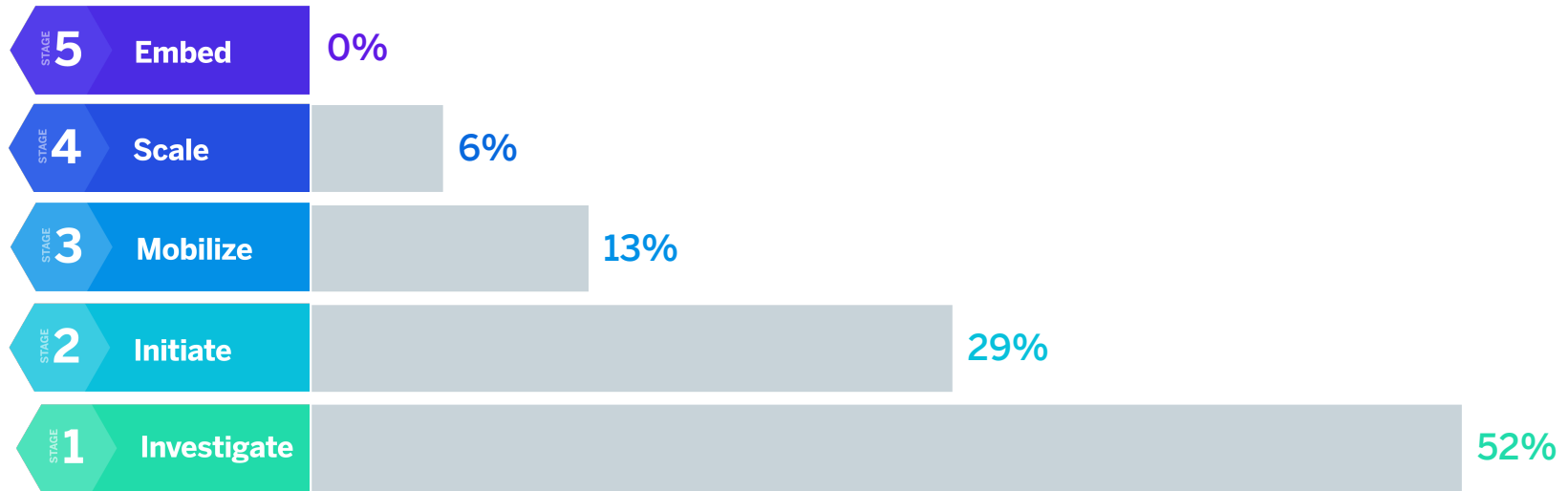


# The State of Customer Experience (CX) Maturity, 2021

Distribution of CX Maturity Stages from companies that completed XM Institute's *CX Competency & Maturity Assessment*



Base: 151 CX Practitioners from companies with 1000+ employees

Source: Qualtrics XM Institute 2021 Q1 CX Practitioner Survey

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