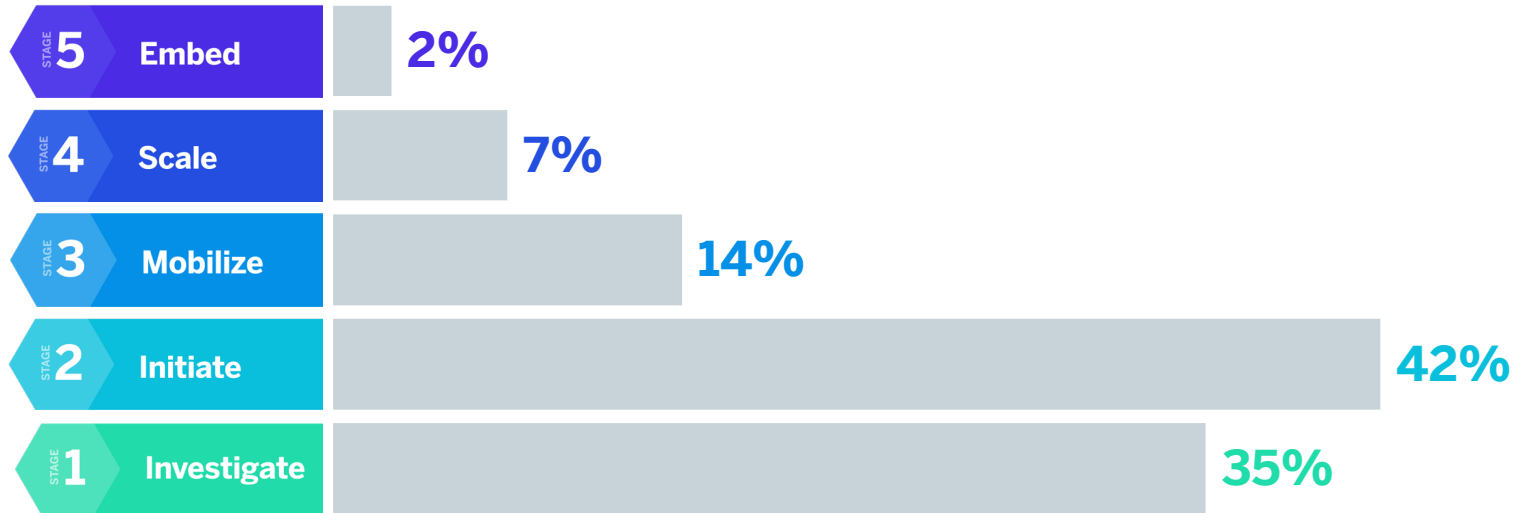


The State of B2B CX Maturity, 2022

Distribution of CX Maturity Stages from B2B companies that completed XM Institute's *CX Competency & Maturity Assessment*



Base: 86 B2B/B2B&C CX Practitioners from companies with 1000+ employees

Source: Qualtrics XM Institute 2022 Q1 CX Practitioner Survey

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