

# WOW24-7 Hosts Future of CX Webinar: Boost Retention, Revenue, and Relevance in 2025

AFTON, WY, UNITED STATES, April 29, 2025 /EINPresswire.com/ -- WOW24-7 has announced a live webinar titled Smarter CX in 2025: Strategies to Boost Retention and Drive Growth, scheduled for May 13 at 1:00 PM ET / 18:00 CET.



The future of CX isn't about managing support—it's about architecting intelligence"

*Denys Dubner*

The event will bring together professionals from the customer experience (CX), SaaS, and AI sectors to discuss approaches to aligning customer service with broader business goals. Attendees will receive a copy of WOW24-7's new white paper, The Future of CX: Insights from Leading Executive Interviews.

The webinar will address topics such as:

- Evolving CX from a support role to a strategic business function
- Technologies enabling personalization and improved customer retention
- The shift from traditional BPO models to Experience Centers
- Methods for increasing customer lifetime value through data-driven CX
- Updated key performance indicators (KPIs) for measuring CX success

Speakers include:

- Candace Wallace, Chief Customer Officer at Relias
- Patrick Martin, Senior EVP at Relevance 360
- Denys Dubner, CEO of WOW24-7
- Steve MacDonald, Host of Contact Center Perspectives

"The future of CX isn't about managing support—it's about architecting intelligence," said Denys Dubner, CEO of WOW24-7. "Our Experience Centers are designed to operationalize loyalty, reduce churn, and unlock new revenue streams by fusing data, AI, and human expertise into a unified strategy. This webinar will show CX leaders how to shift from reactive service models to proactive, enterprise-level impact."

To register for the webinar and receive a free copy of The Future of CX White Paper, Insights from Leading CX Executive Interviews, visit:

<https://wow24-7.com/resources/the-2025-playbook-for-smarter-cx>

#### About WOW24-7

At WOW24-7, we are redefining customer experience through our groundbreaking Experience Centers, where human expertise meets enterprise-grade AI, performance management, and analytics. We don't just solve problems—we create new possibilities.

From reimagining Voice of the Customer (VoC) strategies to building outsourced teams that feel like an in-house extension, WOW24-7 transforms CX into a strategic catalyst for innovation, loyalty, and business growth.

Instead of merely scaling operations or cutting costs, WOW24-7 empowers businesses to turn customer experience into a revenue-driving asset. We don't just support your customers—we evolve how you engage, grow, and thrive long-term.

Denys Dubner

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