

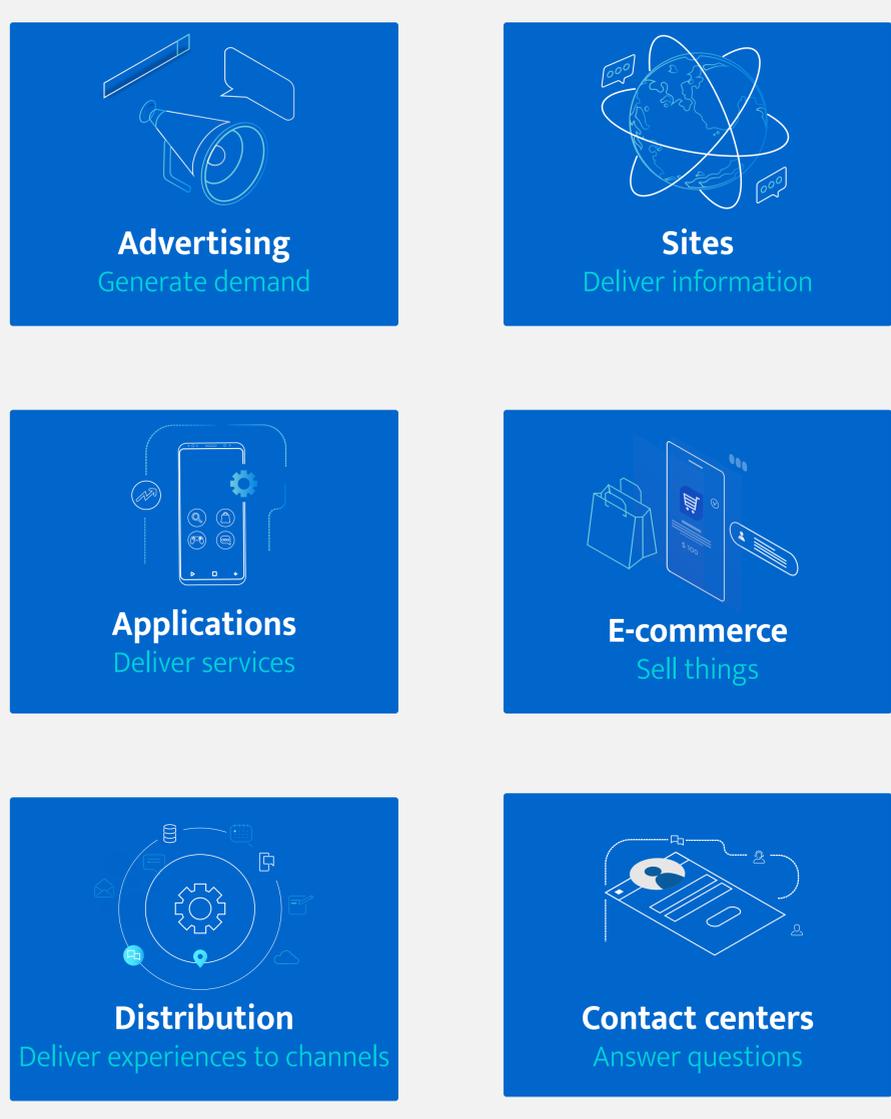
Reference architecture model for the 2020s:

Omnichannel CX stack

To create the architecture capable of supporting the full scope of next-level omnichannel customer experiences, these tech stack components are essential:



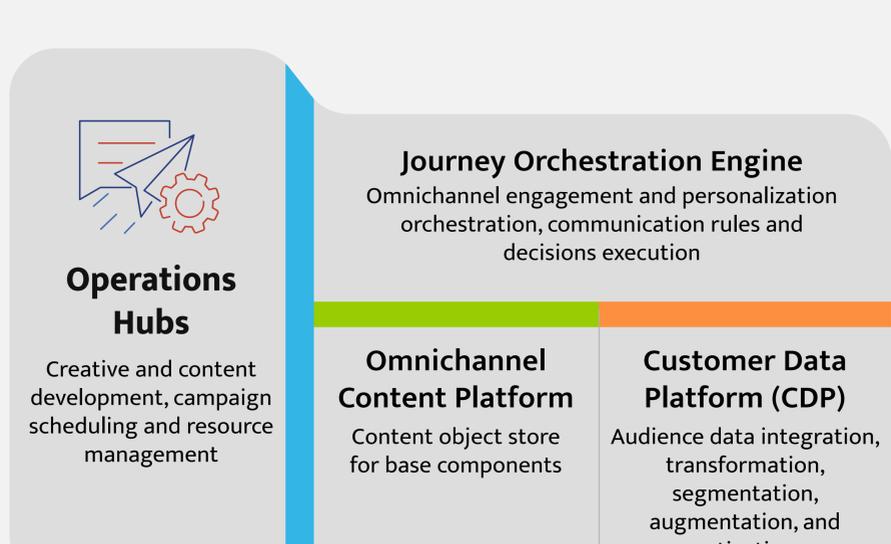
Interaction and delivery environment



Content and engagement platform



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