

Madison Advisors to Speak at XPLOR22

September 7, 2022, Colleyville, TX—[Madison Advisors](#)—Madison Advisors today announced its vice president of business development and senior analyst, Dan Chevalier, and senior analyst, Richard Huff, will be presenting two sessions at the XPLOR22 conference being held on September 13-15 in St. Pete Beach, Florida. The conference brings together end users, analysts, consultants, industry experts and vendors who will share best practices and strategies to transform the customer experience.

On Tuesday, September 13 at 4:00 p.m. ET, Chevalier and Huff will present **Closing the Loop – Measuring CX**. While the conversation recently has been centered on the road to a better customer experience (CX), it is just as important to consider how to treat CX as a measurable quantity. In this session, Chevalier and Huff discuss the best practices and techniques for measuring the success of CX initiatives. By implementing methods of tracking customer engagement, customer retention and other key metrics and by establishing best practices for investment in digital initiatives and data collection, enterprises can quantify the success and ROI of these investments.

On Wednesday, September 14 at 2:30 p.m. ET, Huff will present **Digital ADF – Manufacturing and Delivering Digital Communications**. New delivery channels require changes to traditional production processes. In his session, Huff discusses the challenges enterprises face when expanding delivery options beyond print for customer communications and the tools needed to support the new channels. He will also present the results of Madison Advisors' recent research on the tools needed to support a new ADF model for appropriate and accurate digital delivery.

For more information on the XPLOR22 Educational Conference, visit [this link](#).

About Madison Advisors

Madison Advisors specializes in offering Fortune 1000 companies context-specific guidance for a range of content delivery strategies, particularly those addressing enterprise output technologies and print and electronic customer communications. Madison Advisors' analysts and consulting professionals are dedicated to technology and market research that is delivered through short-term project engagements as well as articles, publications and presentations. In addition, the company's hands-on experience developed through assisting its clients with deploying selected solutions adds a practical dimension to their approach not typically found with consulting generalists or other analyst firms.

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