



CXG Japan K.K

Company Description

CXG is a global customer experience consulting company specializing in premium and luxury brands. Founded in Shanghai, China, in 2006, the company has been helping luxury brands improve their customer experiences and retail performance. Today, CXG operates internationally and works with more than 220 leading premium and luxury brands worldwide.

CXG provides a comprehensive range of customer experience solutions, including customer insights, Customer Experience Evaluation (CXE), strategy and transformation consulting, and training and talent development. The company analyzes customer expectations, purchasing behaviors, brand perceptions, and customer journeys, transforming data and insights into actionable strategies to improve customer experience and retail performance.

CXG also gathers customer experience insights through store visits, omnichannel journey assessments, and various research initiatives conducted by its network of luxury customer evaluators. With a global community of more than 85,000 evaluators, CXG has accumulated extensive customer experience data and expertise across luxury sectors including fashion, cosmetics, watches, jewelry, and automotive.

Company Details

Head Office

United Arab Emirates

Main Business

顧客インサイト調査・分析 / カスタマーエクスペリエンス (CX) 評価 / 顧客体験・リテールパフォーマンス改善支援 / CX 戦略・コンサルティング / カスタマーエクスペリエンス研修・人材育成 / オムニチャネル体験評価 / ロイヤルティ・顧客エンゲージメント支援

Offices

Main Office

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