

Interactive Panel | CX Insights: How to Drive Customer, Employee and Brand Experience Innovations

Endowus



JASON HUAN

Chief Marketing Officer
Endowus

JLL



ALISON TURNER

Global Head of Client
Experience
JLL

<epam>



JEROME GOH

Senior Director, Innovation &
Strategy
EPAM

md



MELISA TEOH

Chief Operating Officer
MyDoc



CUSTOMER

28 OCTOBER 2022 | SINGAPORE | PARKROYAL COLLECTION MARINA BAY | #CHIEFCX

slido



How often do you connect with your customer?

Question 1: What are the keys to creating successful CX

Question 2: What are the common pitfalls I have seen when my clients approach CX?

Question 3: How do we measure the efficacy of CX?

Case Study — Manulife Customer Service Center Hong Kong



In the workplace, we think of data as a tool to help us better utilize resources or track performance. Rarely is it used to inform and inspire design. But that's precisely the approach EPAM Continuum employed to support Manulife in redesigning its customer experience in Hong Kong.

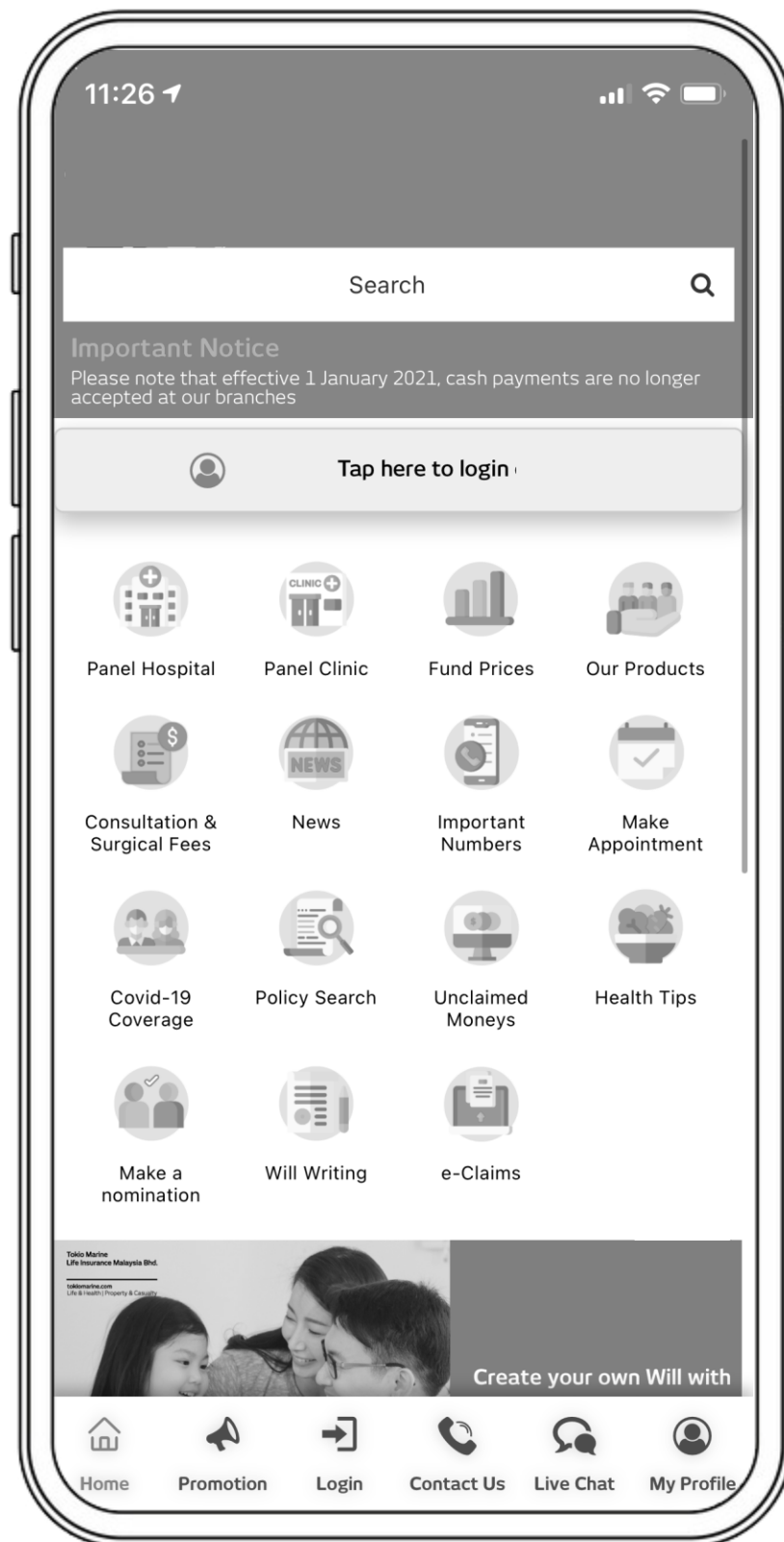
Manulife, a multinational insurance company and financial services provider, engaged EPAM Continuum to support the merger of two customer service centers in Hong Kong, where the company has had a significant presence for 125 years. The goal for the single, larger customer service center (CSC) was to leverage the increased demand and customer flow as an opportunity to rethink customer service.

Question 1: What are the keys to creating successful CX

Question 2: What are the common pitfalls I have seen when my clients approach CX?

Question 3: How do we measure the efficacy of CX?

Current apps always
make you feel like a
first timer.
Each and every time.

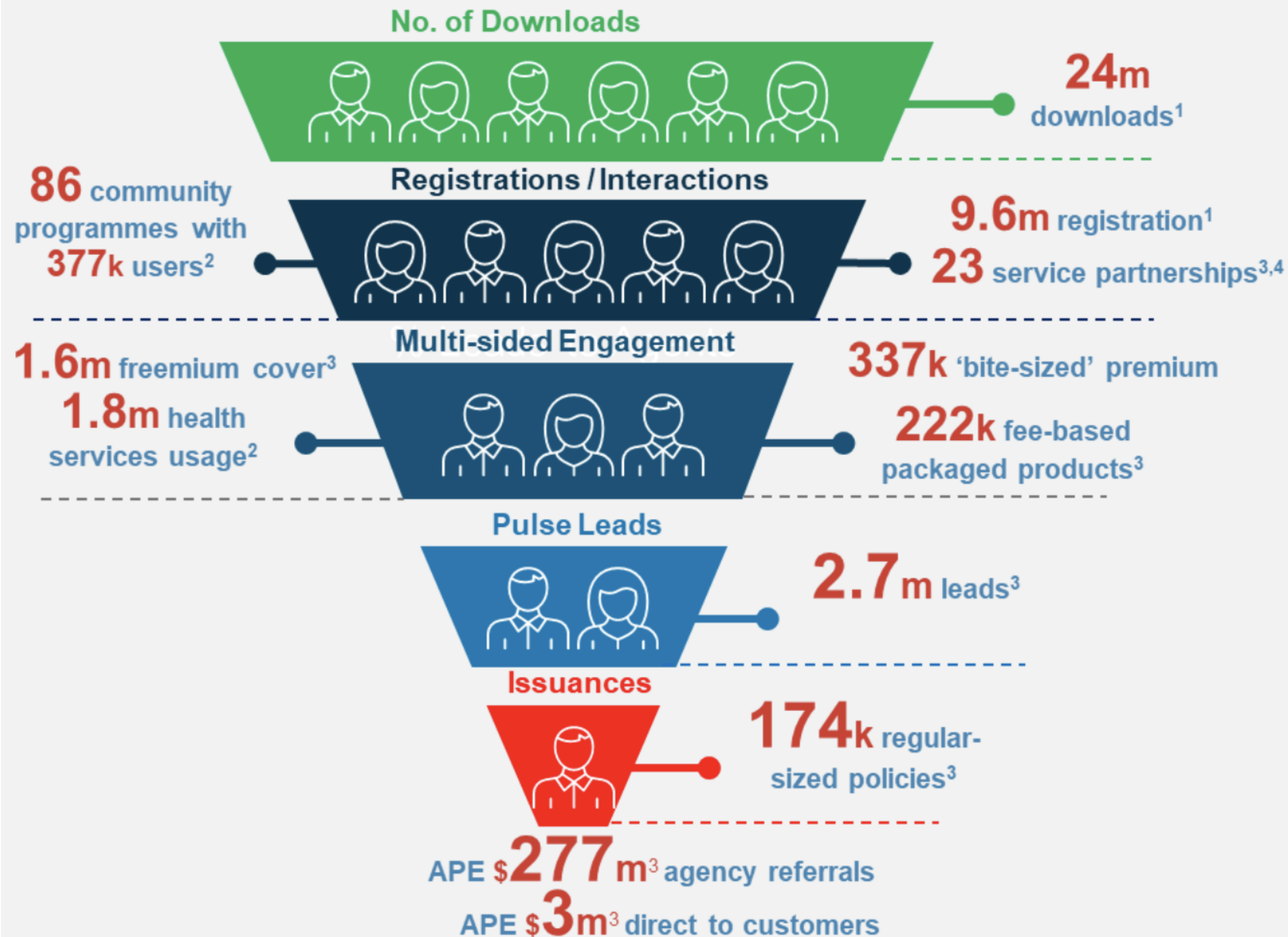


Bring the Agent-Customer
Relationship to the front
and center to create a new
customer experience

Question 1: What are the keys to creating successful CX

Question 2: What are the common pitfalls I have seen when my clients approach CX?

Question 3: How do we measure the efficacy of CX?



❖ one medical

A company with a focus on CX on the get go.

- One Medical was a membership-based health-tech start up that had a very simple premise; creating a simple digital experience that returned access of medical care providers to the consumer. Together with their well designed and approachable clinics, members no longer had to wait weeks or months to get medical advice or diagnosis. Using the app provided immediate response to provide advice and peace of mind.
- Amazon said it will acquire the primary care organization **One Medical** for **\$3.9 billion**. Amazon plans to buy the primary care organization One Medical in a nearly \$4 billion deal, adding to the growing list of the tech giant's acquisitions and attempts to expand its reach in the health care industry.
NPR 24th July 2022

Technology-
powered and
human-centered

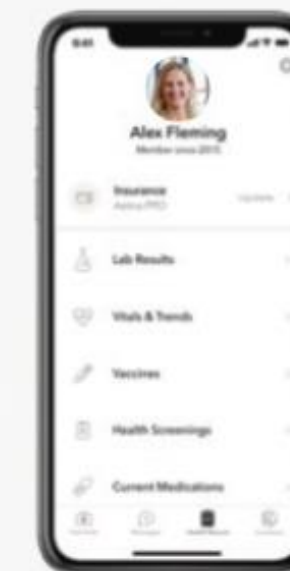
47%

Members visit web /
app monthly

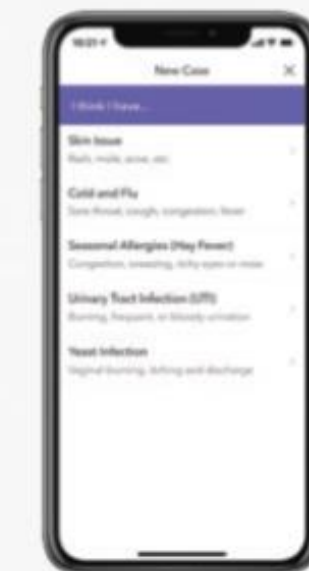
During the nine months
ended Sep 30, 2019



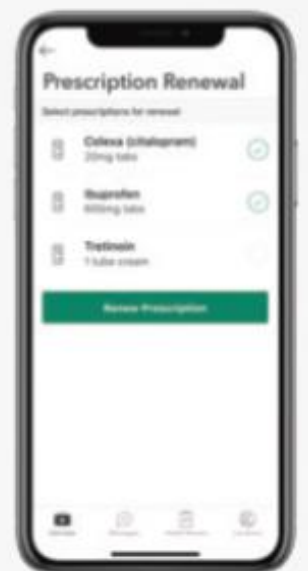
Message
providers



Access
your records



Access
to care



Renew
prescriptions

Key Takeaways

Q&A