

# CX Insights | How to Drive Customer, Employee & Brand Experience Innovations

---



**BEATRIZ MONTOYA**

Chief Operating Officer  
Simply Business



**VANESSA LEYSHON**

Chief Customer Experience  
Officer  
Junior Adventures Group UK



**SHANE RAE**

Director of Courses & Content  
Oxford University Press

# slido



**Please let us know one way focus on CX has evolved in your organisation (including at board level) in the last 5 years?**





**LONDON**  
**6 June 2023**  
**#ChiefCX**

Proudly supported by:



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

**Question 1:**

**Why should we care about customer experience?**

# slido



**How much of the role that the CX team do currently in your organisation do you feel will be redeployed to robots in 5 years time?**



**LONDON**  
**6 June 2023**  
**#ChiefCX**

Proudly supported by:



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

**Question 2:**

**Next big disruptor around the corner for CX?**

# slido



**When have you last spoken to one of your customers?**





**LONDON**  
**6 June 2023**  
**#ChiefCX**

Proudly supported by:



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

**Question 3:**

**How do we measure the commercial benefit of CX?**



**LONDON**  
**6 June 2023**  
**#ChiefCX**

Proudly supported by:



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

**Q&A**





**LONDON**  
**6 June 2023**  
**#ChiefCX**

Proudly supported by:



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

## **Key Takeaways**

- **Beatriz's Takeaway:** be clear on the commercial benefits of CX so that you can increase focus and drive the long term benefit of the organisation.
- **Vanessa's Takeaway:** Customers will remember you for how you made them feel, regardless how good your product may be.
- **Shane's Takeaway:** You may have several people within your org (even in different teams) working on some element of CX. Make sure they are connected by a clear and unified CX strategy.