

CX Challenges | The Key Obstacles Faced by Organisations in Providing a Smooth & Integrated Digital Customer Experience



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Chief Customer Experience Officer
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KATYA DENIKE

Chief Product Officer
Holland & Barrett

slido



Who here is PHYGITAL???



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Question 1:

We are all a little bit of Phy-gital...



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Question 2:

How have we successfully brought silos together to maintain pace and stay connected?



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Question 3:

What does great look like from a customer experience perspective in your organisation?

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How confident do you feel your business is delivering a good CX in the phygital space?

ⓘ Start presenting to display the poll results on this slide.



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Key Takeaways

Nefertiti's Takeaway: What makes for a seamless customer experience is not just in the hand off between the physical and digital channels, but arguably more in the people, processes and data that underpins the whole journey.

Supratim's Takeaway: I'd like to quote Jeff Bezos " We see our customers as invited guests to a party and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better". What Bezos really means is that

- 1) Build a culture that is obsessed about CX**
- 2) Pay attention to details by building superior technology that helps u understand and personalise the experience**
- 3) Make small improvements that solve for friction and create delight continuously because it's a journey not a destination.**



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Key Takeaways

Deborah's Takeaway: Customer-centric organisations will have greater success in delivering a smooth and integrated experience by aligning and unifying cross-functional teams around the customer journey. This approach will enable you to deliver a richer experience that revolves around the key moments that matter.

Katya's Takeaway: Strong foundation around data, culture and processes is the key to a delightful integrated experience for your user.



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14:30 - 15:30 | Interactive Panel Leading to Roundtable Discussion

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Question 1: What impact does a lack of digital literacy among customers have on organisations' ability to provide a seamless and integrated digital customer experience?

Question 2: With so many digital touchpoints and locations now, how do you track all these to ensure the best customer experience?