

Interactive Panel | [CX Leadership]

Defining the Cross-Silo Nature of Effective Customer Experience Efforts



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My organisation has well defined CX strategy and accountabilities to deliver the best experience for our customers.

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Business leaders today understand the direct link between CX and commercial results.

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Question 1

What are the emerging trends you see in your industry and customer segments with regards to customer experience? How is the role of the CXO evolving?

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Question 2

What are some of the biggest challenges faced by CXO's in meeting these challenges?

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Question 3

How does the panel drive culture change in their organisation to achieve customer centricity?

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Question 4

How do we shape KPI's to break organisational silos?

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Key Takeaways

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Q&A