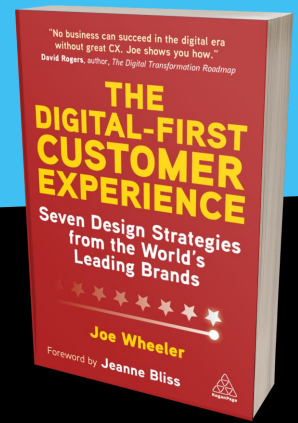


Executive Session (Half-Day Program)

The Digital-First Customer Experience



Session Objectives

- Learn about five converging technologies, cultural drivers and competitive trends that are influencing customers' expectations and discuss the implications for their business.
- Learn about seven Design Strategies digital-first leaders have embraced to achieve a competitive advantage in their industry.
- Review the CX/Digital Maturity Assessment Report and identify specific opportunities for improvement.
- Analyze and discuss one or more case studies to isolate those improvements with the greatest potential impact on performance.
- Develop a plan to act on the decisions made during the session.



CX/Digital Maturity Assessment

Prior to the session, the CX/Digital Maturity Assessment Survey is completed by the leadership team, as well as one or two other stakeholder groups. This provides insight into the level of agreement that exists in the organization and guides selection of the case studies to discuss during the session.



“ This book focuses on the role of design and the importance it plays in creating the deepest relationship with your consumer and the impact that is possible for your business.

Chris McCann
Chief Executive Officer
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