EMBRACING THE COMING DIGITAL TSUNAMI

Executive Program

Based on the upcoming book: *The Digital-First Customer Experience—Seven Design Strategies from the World's Leading Brands* , this 8-hour program provides a leadership team with the opportunity to consider the converging technologies, cultural drivers and competitive trends influencing customer experience design. It provides a forum for an executive team to discuss the implications for their business and leave with a set of actions that will add measurable value to their employees, customers, and shareholders. During the session, participants will:
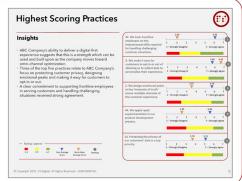
- Learn about seven Design Strategies digital-first leaders have embraced to achieve a competitive advantage in their respective industries.

- Analyze and discuss best practice case studies to isolate the specific features that could have the greatest potential in improving business performance.

- Develop an action plan for validating the most important improvement priorities required to exceed customer expectations today and in the future.

Each Design Strategy is explored through a best practice case study example that include Lemonade, Spotify, CEMEX, VMware, Starbucks, NIKE, and Amazon.

CX/Digital Maturity Assessment (Optional)

The CX/Digital Maturity Assessment may be included in the program. This powerful diagnostic tool helps a management team benchmark where it stands across 47 best practices associated with delivering a digital-first customer experience. Unlike other maturity models that typically describe broad organizational or cultural factors, this tool is focused on the seven Design Strategies demonstrated by brands that are leaders in delivering a digital-first customer experience.

Facilitation Options

There are three formats for program delivery: 1) An afternoon session followed by an optional dinner speaker or customer panel then meeting again the following morning. 2) Two half-day afternoon programs delivered within a week of each other or 3) One full-day program. It is recommended that the session be conducted offsite.

Contact: info@cxdigital.ai or call 902-579-0367

Visit us at: cxdigital.ai