

JOE WHEELER

Founder & CEO

CX/Digital

**Keynote Speaker, Author &
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BrightSight
speakers



Digital First

CUSTOMER EXPERIENCE

Keynotes, Consulting and
Virtual Solutions to ensure
your organization thrives in
the coming digital tsunami



**Joe
Wheeler**

WWW cxdigital.ai

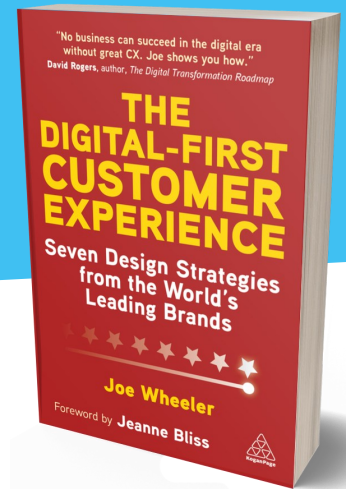
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Digital First CUSTOMER EXPERIENCE

“No business can succeed in the digital era without great CX. Joe shows you how.”

David Rogers
author, The Digital Transformation Roadmap



Companies around the world are struggling to make sense of the promise and peril of digital strategies in delivering a competitively superior customer experience. Joe Wheeler's new book is the definitive guide to designing digital-first experiences customers love.

Key features-at-a-glance

- Explores the post-pandemic trends that are requiring every company to re-think how they design customer experiences that exceed expectations.
- Illustrates the best way to collect meaningful data which shows companies how to identify the right problems to solve for their customers.
- Describes how to design a digital-first customer experience driving a new level of brand loyalty.
- Helps readers identify the right technologies that will add incremental value for all stakeholders.

The book features case studies of these leading brands: Lemonade, Spotify, CEMEX, VMware, Starbucks, NIKE, and Amazon.

Part One introduces the new "3Cs", key trends associated with technology convergence, competition, and culture change in a post-pandemic world.

Part Two takes a deep dive into seven design strategies, from designing emotional peaks across channels to empowering customers through immersive experiences merging physical and digital assets.

Part Three provides a playbook for how to design digital-first experiences, including how to solve the *right* problems, develop a measurable business case, design digital-first experiences customers love, and how to execute the new design at scale.

Susan Fournier
Dean, Boston University
Questrom School of
Business



A timely treasure for those who wonder whether, why, and how “digital” fundamentally changes the customer experience, with an added bonus “playbook” for designing business models up to the task.



Topics

SERVING A VARIETY OF AUDIENCES

Embracing the Coming Digital Tsunami

Five converging technologies that may change how you deliver just about everything – and what to do about it.

Outcomes: 60 to 90-minute keynote—General Audience

- Understanding of the five converging technologies impacting how organizations will design digital-first experiences, today and into the future
- Insight onto how leading brands are harnessing digital technologies to design experiences customers love.
- **Key Takeaways:** Five actions all managers and employees should pursue to prepare their organizations for the coming digital tsunami.

GenAI & the New Agenda for Growth

Putting generative AI to work in the digital-first economy

Outcomes: 60 to 90-minute keynote—All Management Levels

- Learn how digital-first leaders are applying generative AI to re-think how they will deliver top-line performance today and into the future.
- Discuss the four specific mindset shifts required to avoid introducing technology that adds costs, but little value.
- Understand the implications of generative AI for the employee experience and the opportunities that exist today and in the future.
- **Key Takeaways:** Five specific competencies required to lead the digital-first enterprise.

Harnessing Your Digital Flywheel

How digital-first leading companies apply machine learning to accelerate revenue growth and widen their competitive moat.

Outcomes: 90-minute keynote—Senior Leaders

- Learn how three best-practice companies engineer digital flywheel strategies creating tremendous competitive advantage.
- Explore the organization's performance on a number of factors that would inform how to harness their own digital flywheel.
- **Key Takeaways:** A set of specific recommendations and actions for exploiting the opportunity to put a digital flywheel to work in their own organization.

Designing Immersive Experiences

What Nike, Starbucks and Amazon can teach you about what's next.

Outcomes: 60 to 90-minute keynote—CX, Marketing, Product

- Insight into how Nike, Starbucks, and Amazon are creating immersive experiences to delight customers and employees.
- Learn about a process for designing immersive experiences for their own company.
- **Key Takeaways:** Steps for designing immersive experiences they can apply to their own organization.



The Digital-First Customer Experience

- Case studies of digital-first leaders including Spotify, Nike, CEMEX, Amazon and others.
- Large and small group exercises to explore chronic problems and identify opportunities to delight customers based on the experience they deliver today.
- Interactive polling to benchmark where the organization stands against a set of best-practices from Joe Wheeler's new book: *The Digital-First Customer Experience*.

- Identification of potential opportunities to design a more powerful, digitally-enabled customer experience.
- A set of key priorities for taking action after the program.
- Time-based accountabilities for reporting back next step actions to the group.
- All data collected during the program is summarized and provided in the form of a report to inform and guide post-program activities.



Speaker Intro

Please join me in welcoming Joe Wheeler to the stage. Joe is the CEO of CX/Digital, a subsidiary of Boston-based consulting firm he co-founded with Professors Len Schlesinger, James Heskett and W. Earl Sasser of the Harvard Business School. He is the author of three best-selling books on the topics of customer experience, digital leadership and corporate culture.

His latest book, *The Digital-First Customer Experience* will be released in July of 2023. It describes the design strategies of leading brands including Nike, Amazon, CEMEX, Starbucks and others.

His clients include AT&T, Bank of America, Build-A-Bear Workshop, Digital Realty, Humana, Panera Bread, World Fuel Services and many more.

He has held executive roles at Bank of America, The Forum Corporation and earned an MBA from Edinburgh Business School.

He lives in both Massachusetts and Nova Scotia when he is not on his way to or from a client event.

Welcome Joe!

Meeting Planners

THE DETAILS

Pricing

Please contact BrightSight Speakers for pricing on 60 or 90-minute Key-note presentations, as well as the 1-day immersive program.

Tom Neilssen
BrightSight Speakers
1-908-334-7211
tom@brightsightspeakers.com



Audio Visual Needs

- Joe uses PowerPoint on a PC and will bring it to the event on a flash drive or use his own laptop.
- Joe's presentation includes embedded video with sound, hence a confidence monitor and countdown clock is suggested. Single or double screens situated to one side will ensure Joe doesn't block sight lines.
- A wireless Lavalier Lapel Microphone is preferred.
- For 1-day programs:
 - Joe utilizes polling software which is managed from his laptop and participants use their smartphones. Conference venue Wi-Fi access is required if the polling option is included.
 - Depending on audience size, handheld mics and a table group layout will be required.

Speaker Rider

- Unless agreed to in advance, Joe's presentation is not available as notes or handouts. Nor can the presentation be recorded without permission. If recording has been agreed to, please add additional set up time to test the audio quality.
- You agree that Joe and his team have the right to photograph or video the session, as well, and use the media online or in print for promotional purposes.

Travel

We assume business class travel with arrival the evening prior for all events. For 1-day events an additional day of accommodation may be required. A non-smoking room on a lower floor is appreciated.



Jack Hensley, The Toro Company

I thought it was a great presentation. I think Joe Wheeler will be a hard act to follow!



Sherry Kronforst, SUPERVALU Inc.

Joe, the superb Keynote Presentation you delivered this past May was the perfect beginning to "Kick-off" our service improvement efforts.



**Simon Leech
AIG American General**

When you use real life examples and disperse a little humor and a little fun with it, it just makes it all the better.

