Bringing Humanity Back to the

Customer Experience

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My CX Story











Southwest

Culture of customer service

Employee empowerment

No frills, on-time... easy

Why is CX so important?

CX and GROWTH

Companies that are CX Leaders

Other companies

CX and GROWTH

Companies that are CX Leaders

2X Faster

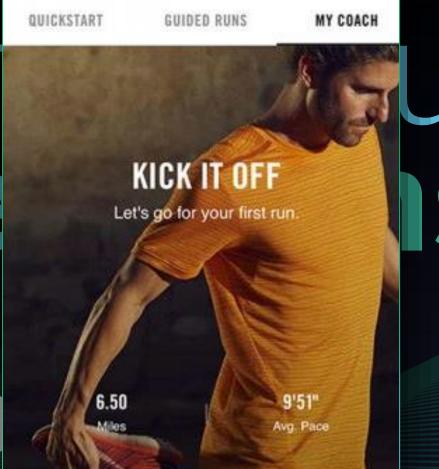
Other companies



CX is no longer a one time deal



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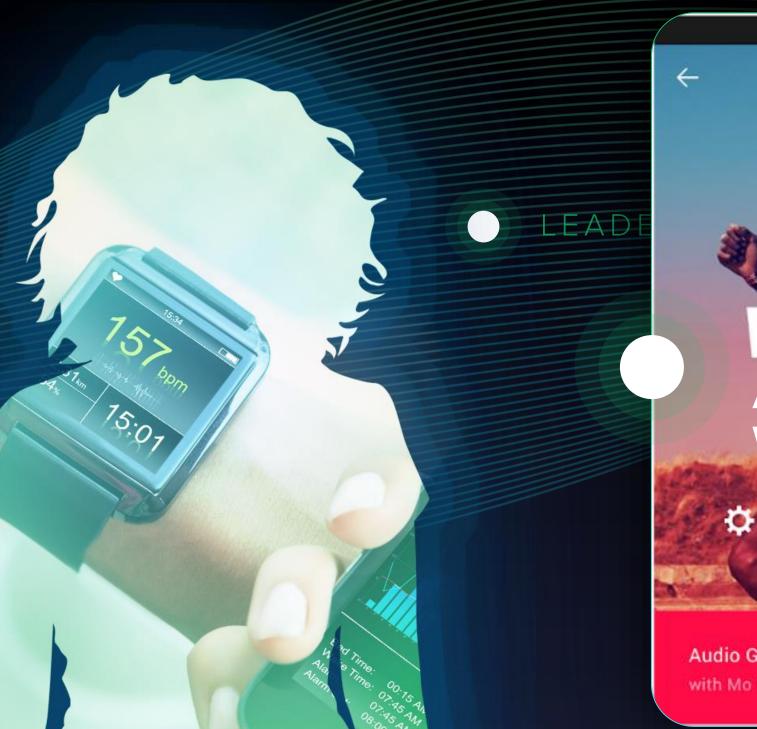


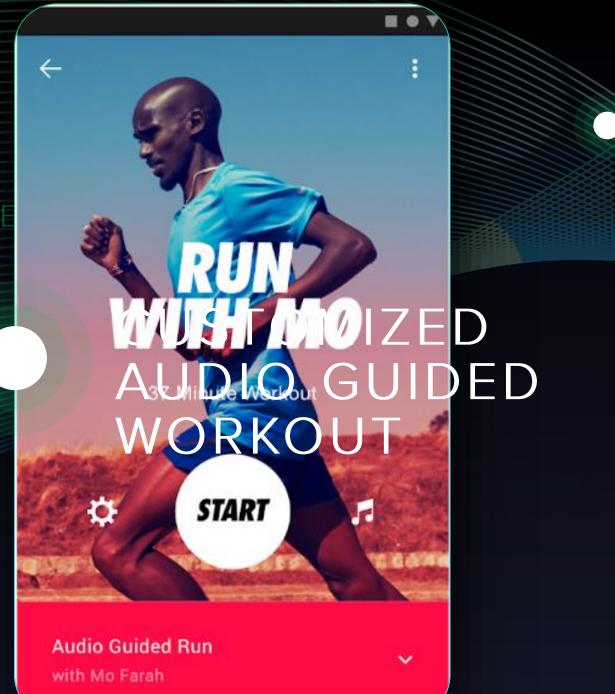
START

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US Iship

COACHING







POOF ENGINE Implementations

Poor Tech Implementations



Back to the basics

Bas of the basics What do customers really want?







Make it easy for me





The mobile app is awesome. I can ask questions about any of my accounts and I get offers for new products based on things I've purchased before. It's great!

Know who I am











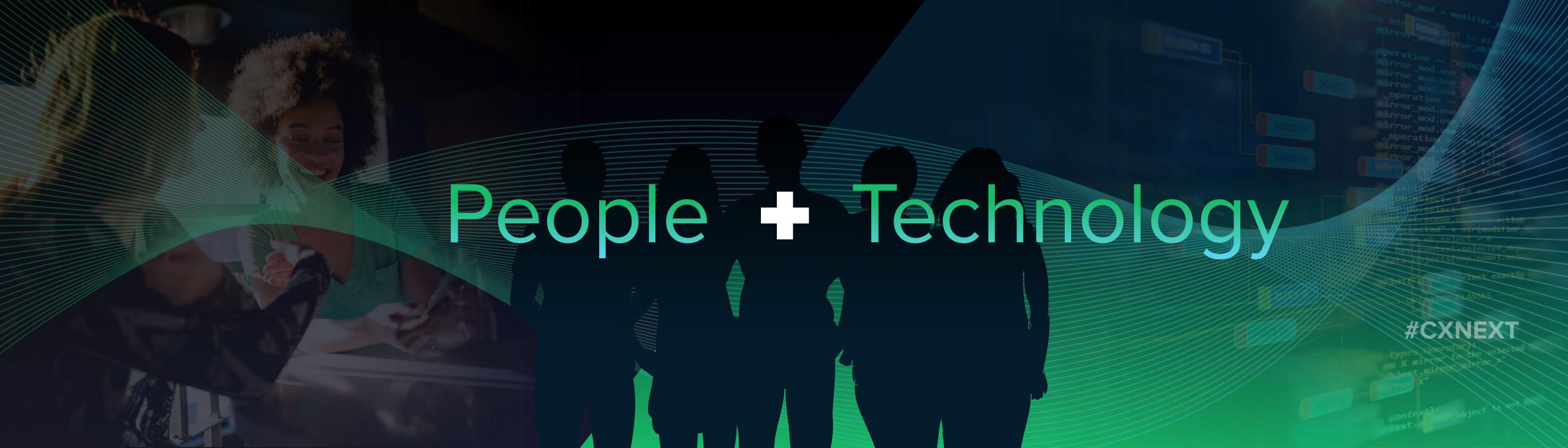






Technology (NOR)







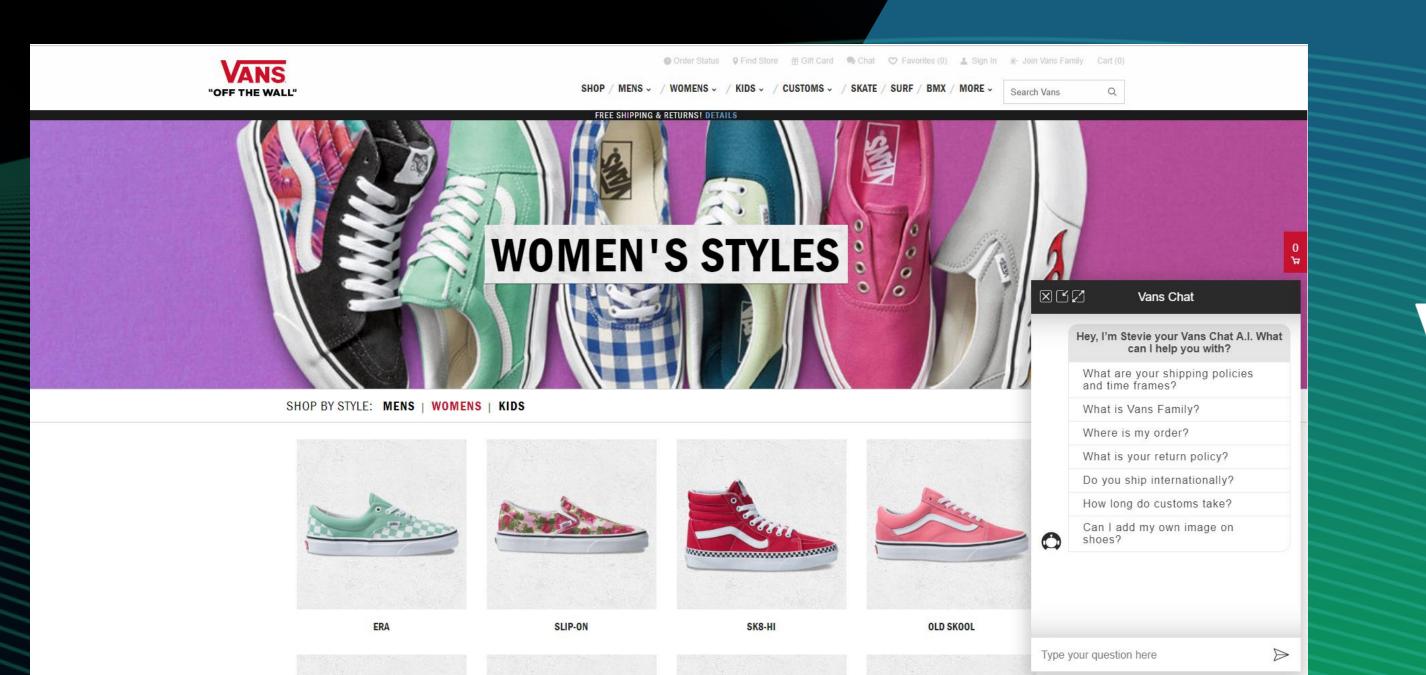
Make it easy forme

Make it easy for me



Make it easy for me





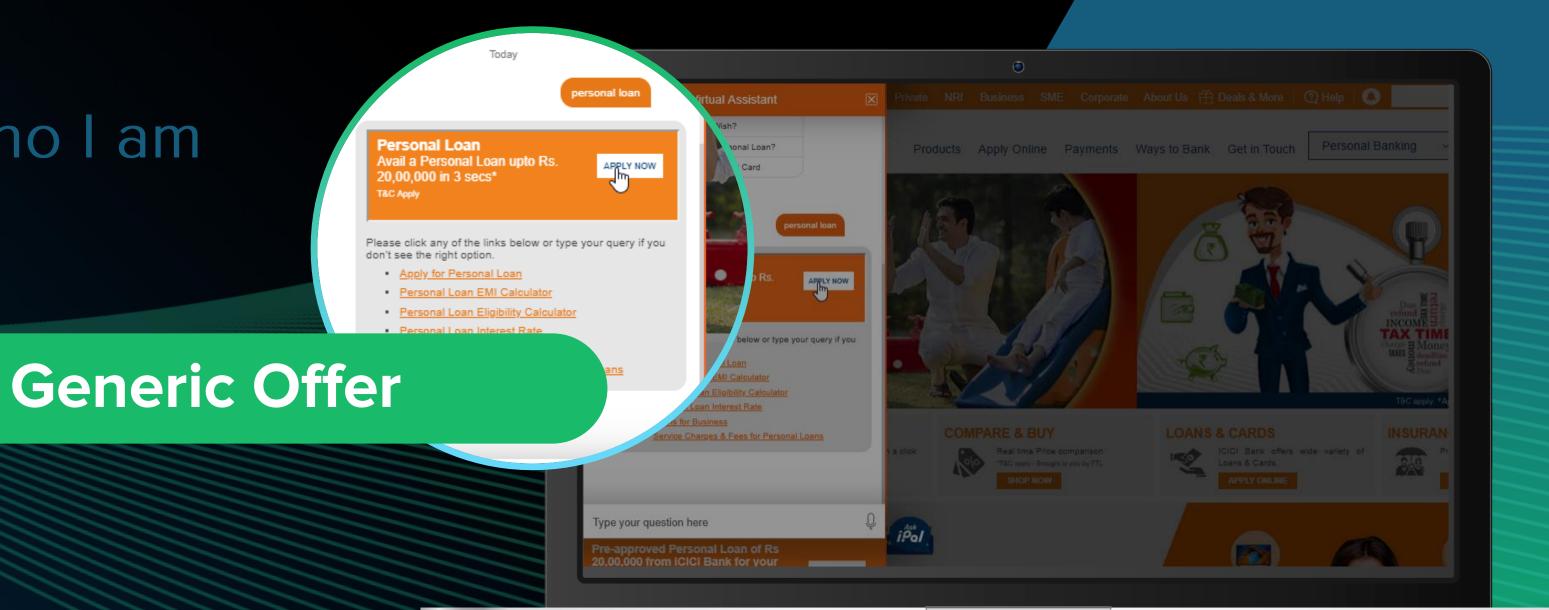


Knowwood am

Know who I am

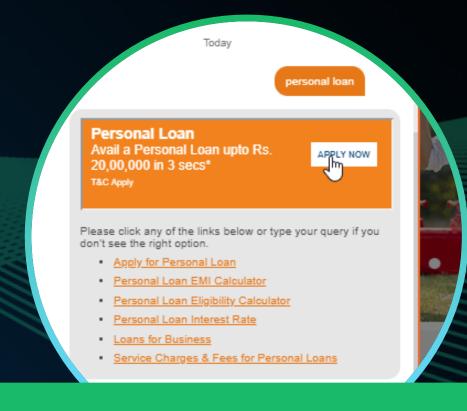
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Know who I am

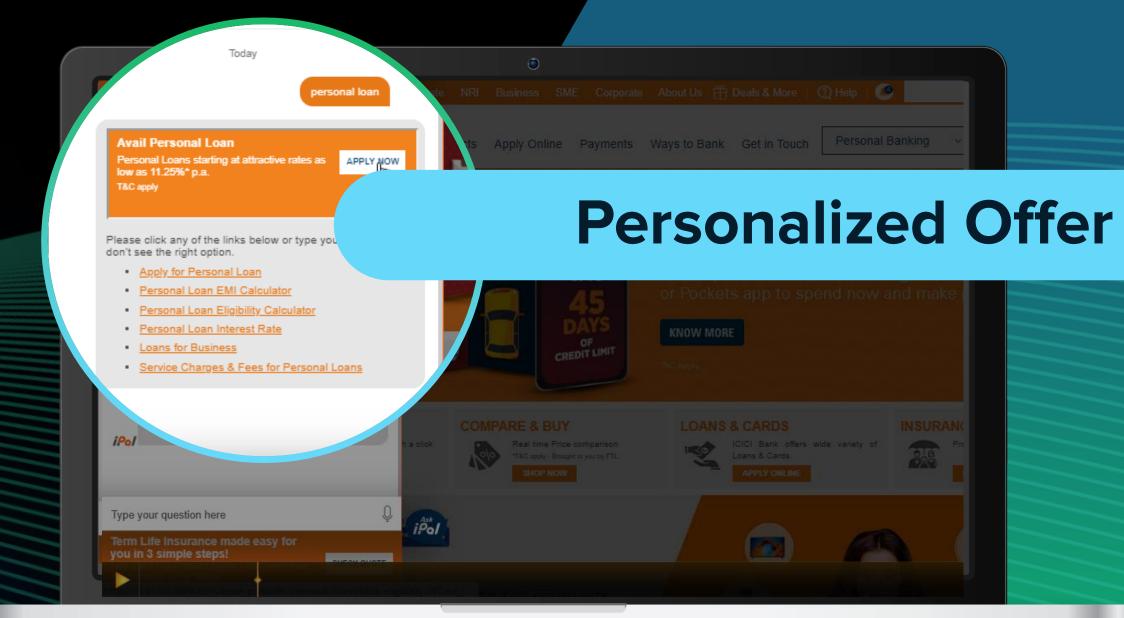




Know who I am



Generic Offer





Value what I value

Value what I value



Value what I value

Hey there, I'm Roo! You can ask me questions or browse through topics for more Q&As.

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Ask a question



Respect my time

Respect my time



Respect my time



vodafone







lt's not a destination, its a lourney



