

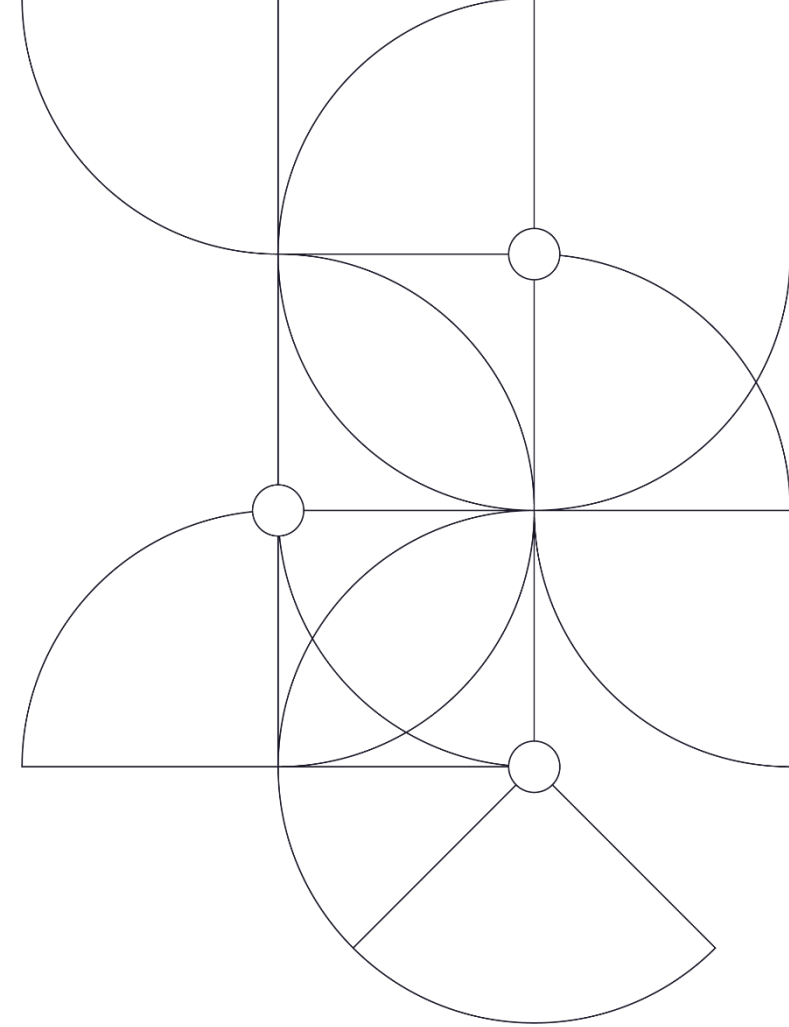


DHC Virtual Summit Series

CX Strategy

November 16, 2021

Impact where it matters.



Reinventing customer experience – Podcast by ZS



Conversations with customer experience leaders hosted by Arun Shastri and Gopi Vikranth

If you know of someone who could be a good candidate for us to talk to and you would want to listen to, please drop me an email at arun.shastri@zs.com

Fundamentals of customer experience

Pain points

Relentless focus on solving key pain points for the customer

Journeys

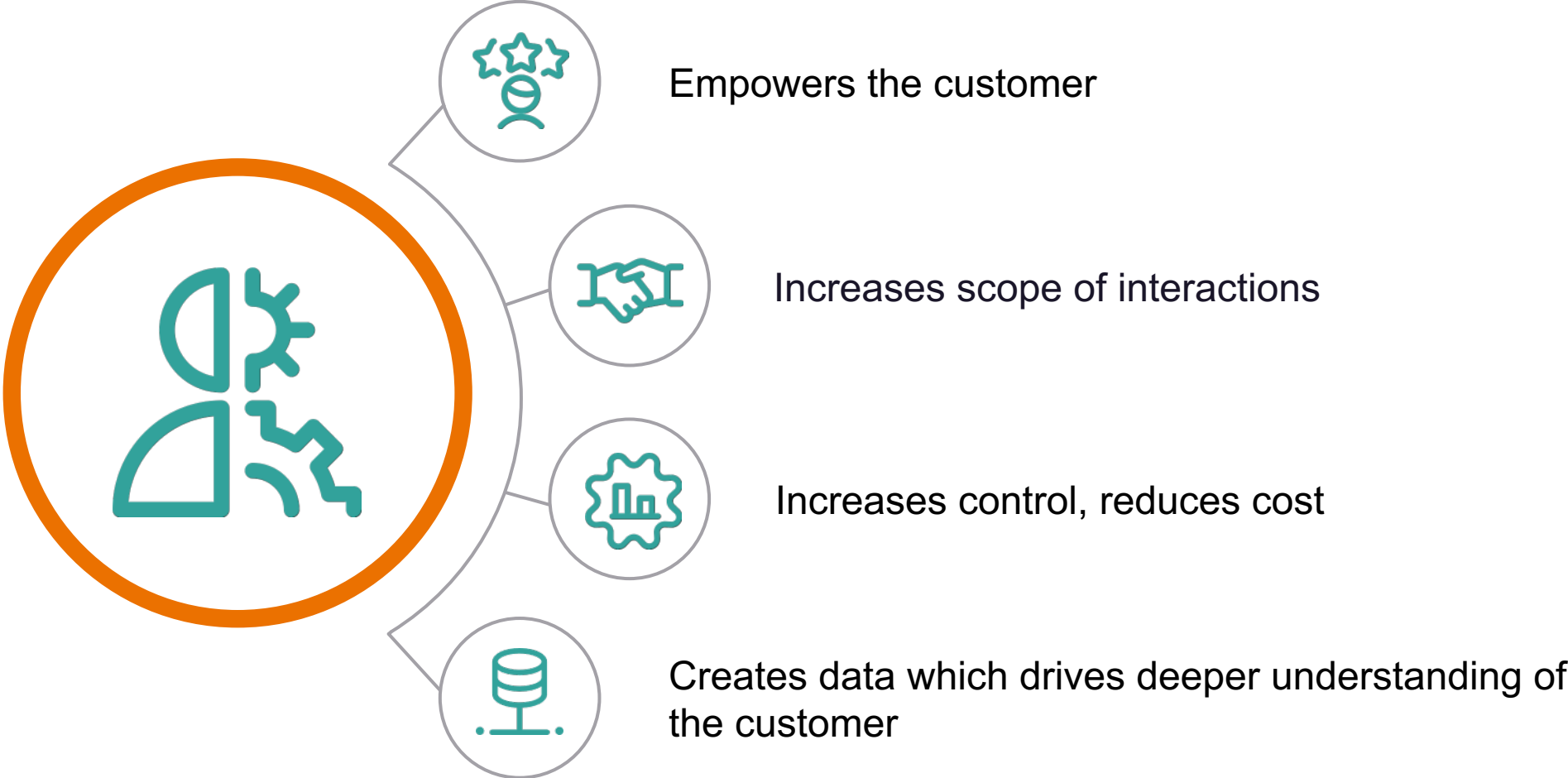
Think of the customer experience as several pathways stitched together and manage every stage



Interactions

Deliver value in every interaction

Digital builds trust

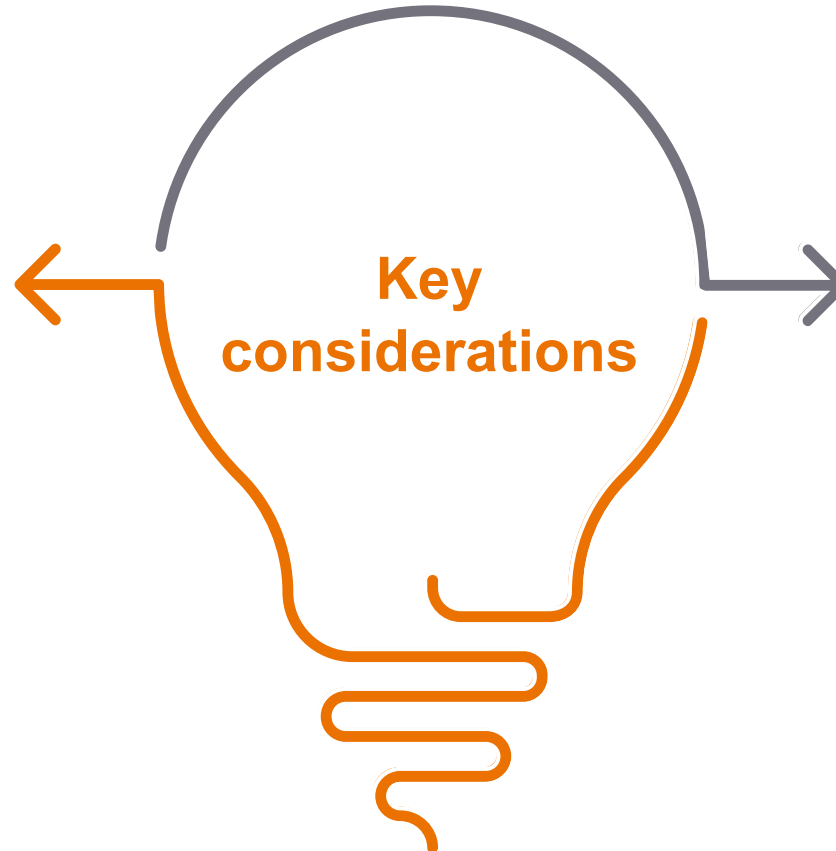


Impact of Covid-19



Consumer

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- Increased digital proliferation
 - Want speed, innovation and impact
 - What the consumer values shifted
 - Yearn to get back to normal



Organization

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- Increased digital proliferation
 - Business agility / Smarter and quicker decision making
 - Streamlined operations
 - Alliances – New, Clever – To help the customer

Personalization - an essential ingredient



Better intelligence and insights about the consumer



Highly actionable and applied solutions



Leverage the sophistication of AI

Goal of personalization is to empower the customer and to transform every interaction into a relationship

Measuring customer experience



Just as no one measure informs our health, no one measure informs the health of customer experience. A systemic view is required

Thinking forward...

Current state

Understand the customer, they expect it

Stitch the journey across all channels and touch points to make it seamless

Everything will get personalized



Future investments

Time is the most valuable commodity (reduce one more mundane thing the customer has to do)

20% high value human touch, 80% AI & tech in the background

Bring business to the customer (where they prefer)

Differentiated Brand (resonate with new demographics – ex: climate conscious)

Beyond the base product/service – its an experience economy (end to end experience)