



Customer eXperience Summit 2019

London
21st March 2019

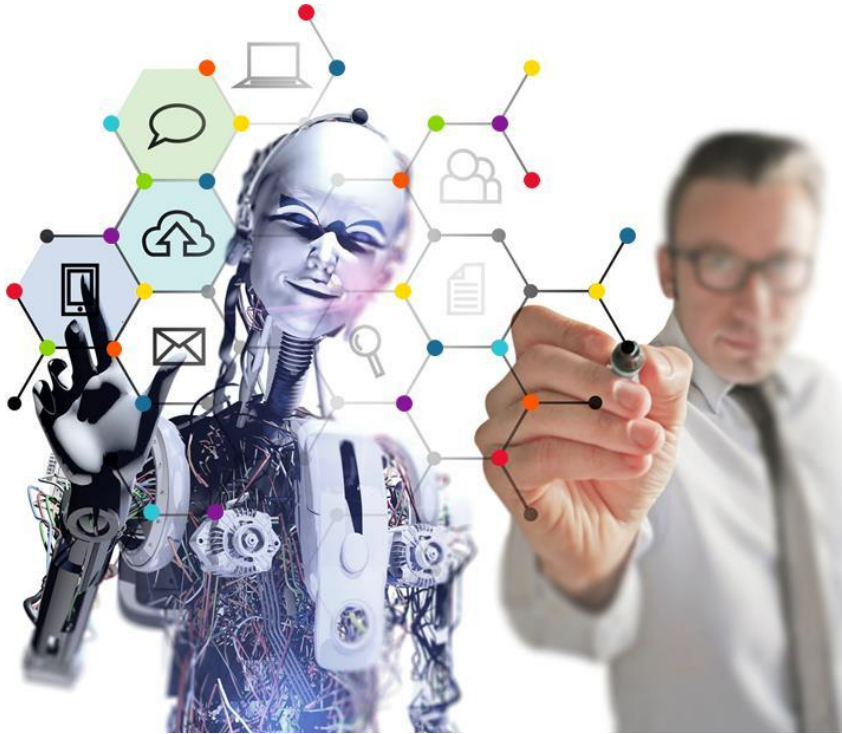


Bring Intelligence to Life™



Breakout Session 1: Omnichannel

Agenda



Scene
Setting
10 minutes

Discussion
40 minutes

Parting
Thoughts
10 Minutes

Omni Channel Customer Engagement



Joining the dots!

- ✓ **Seamless customer experience** across channels and devices powered by conversational AI
- ✓ **Personalization** through **customer journey intelligence**
- ✓ **Augment Agent effectiveness** with AI
- ✓ Time to value with **specialized DIY tooling** that's easy to use

Foundations for your Omnichannel engagement strategy

Transformation ≠ optimization

DTX is a journey, not a project

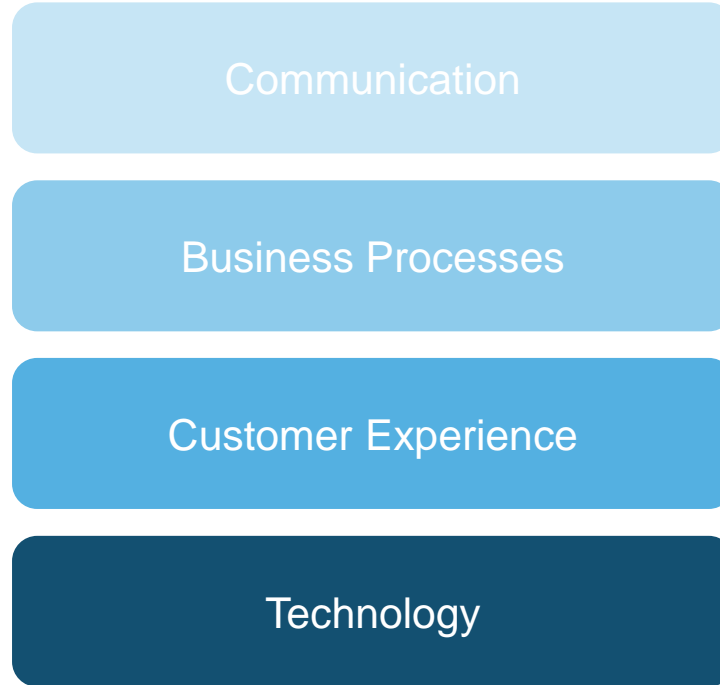
Strategy + Technology + Culture + Process

Customer focus requires 'outside-in' thinking

Innovation happens through collaboration

Achieving success

The success stack



General discussion starters

These are applicable to all topics

1. What's a notable success you've achieved in this area? How?
2. What are some best practice tips you may have for peers?
3. Are there opportunities that you discovered after you got started? What are they?
4. What are some challenges that you encountered? That you anticipate encountering or are worried about?
5. What are some pitfalls/mistakes that others can learn from?
6. What are your thoughts on how AI may factor in?
7. What are your priorities/key business drivers when considering customer experience and use of technology to improve it?
8. What are the main components of a business case for CX improvement?
9. Have you adapted the way CSAT is measured for new channels?

Discussion Starters

1. How are your “digital transformation” efforts driving organisational changes? (Historically the voice and digital customer engagement teams had been separate.)
2. How do you see these being merged into a single aligned customer engagement team delivering the experience across all voice and digital channels?
3. Thoughts on multi-cloud strategy and which ones are top of mind?
4. What type of applications are you looking to consume in a SaaS vs. on-prem model?
5. What approach have you taken to get buy in and budget to roll out omni channel solutions?
6. What has been your greatest challenge and success?
7. What is your approach to identifying what new channels you would like to introduce?



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Roundtable Feedback

