

# Customer Experience

| The Next Chapter

It is the best of times and the worst of times when it comes to Customer Experience (CX) teams in organizations.

CX is now a boardroom agenda item, CX measures are often quoted in every annual report and CEOs have no choice but to be obsessed with it. It is also a tough time for the teams as every company is now being benchmarked with the very best in the world and in most instances not just against their direct competitors.

Digital has help us envision a whole new set of possibilities of what is the emerging definition of CX? Manoj started his career as an analyst focused on the Unified Communications and Contact Center industry. He brings this deep experience to fore and leverages powerful stories of everyday experiences from sports to humanity in order to help us reimagine how CX can be delivered in the future.

## The talk covers:

- Implication of Digital Transformation on customer experience in the context of modern business models
- Defining the Next Chapter of Customer Experience
- Customers Vs FANS (How can we build and learn from the loyalty than FANs have towards their teams).
- The future of customer experience trends and best practices by industry
- A peek in to the journey of transformation of teams and businesses for delivering Customer Experience 4.0

This highly engaging and inspiring talk will share the visionary strategies of the world's most forward-looking companies and their vision of the future. The ideas from diverse industries and communities provoke the audience to challenge status quo and create projects that can have exponential impact on the business and customer experience. The talk will be customized based on the seniority of the attendees, their industry as well as context of the particular event.