

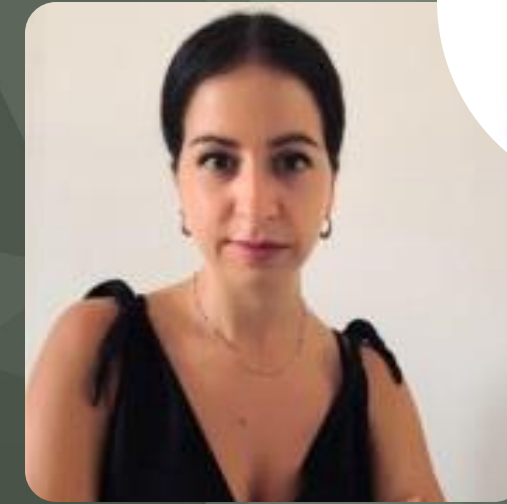
Panel Discussion | [Right Housing] Finding the Right Way: Partner-led, Hybrid, or Fully In-House to Build your Customer Experience Strategy



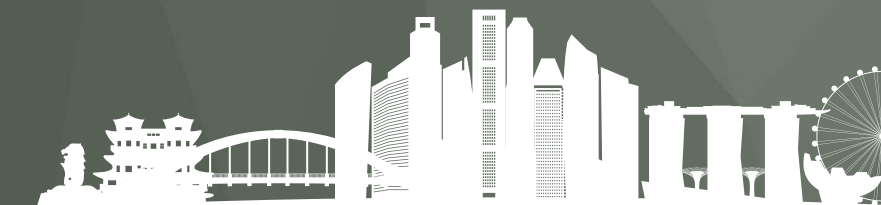
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Describe “Customer Experience (CX)” in ONE word from your experience.

Question 1: What are the key challenges/pain points that keep us up at night?

Question 2: “It always seems impossible, until it is done.” Nelson Mandela. Let’s talk about solutions, how are you approaching the challenges you’re facing?

Question 3: Lesson learnt from the processes (trial & error)

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Saurabh's Takeaway:

Mey's Takeaway:

Roberta's Takeaway:

- Diversify: do not depend on one partner, market or solution. Diversification means you have options.
- Be flexible: we all live in a very fast pace and often unpredictable environment. Flexibility reduces your reaction time to minimum and allows you to leverage new opportunities.
- Think out of the box: keep an open mind, explore and test. Innovation can bring you closer to solve your problems.
- Last but not least, trust your team to be able to do magic!

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Q & A