

Fireside Chat | **[Customer Experience]** What's the Best Way to Delight Users at Every Touchpoint and Enhance the Customer Experience in the Digital Age?



IDEO



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Poll Question

Who is responsible for the customer experience in your organisation?

1 - Marketing

2 - Sales

3 - E-commerce or digital

4 - Product

5 - Multiple teams, with good cross-functional co-ordination

6 - Multiple teams, with little or no cross-functional co-ordination

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Question 1

- **How can businesses seamlessly integrate digital platforms and physical interactions to create a unified and memorable customer experience that resonates with users, both online and offline?**

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Question 2

- **Examples of how organisations have successfully leveraged data analytics and user insights to optimize customer journeys and create tailored experiences that drive loyalty and advocacy?**

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Question 3

- How might the tools and methods need to change for different kinds of businesses?

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Key Takeaways

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Q&A