



Panel Discussion | **[Customer Centricity]** Crafting a Customer-Centric Culture and Proving the Power of CX Leadership



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At a leadership Level in your organisation, is CX considered to be the centre of the organisation?



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Question 1

How to get CX top of mind in your organisation? How to strengthen CX in an organisation? How do you make CX the centre point?



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Question 2

Cost of service VS. return on service - Is CX a cost centre or a benefit? Not every CX decision should be seen as a "how much does it cost?" but instead "this will help us retain our companies because..."

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Question 3

What does success look like in your organisation?

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Question 4

What do you consider to be the top attributes of a top CX leader?