



Execs In The Know

Virtual CUSTOMER RESPONSE SUMMIT

CX: Forget the New Normal. Focus on the New Exceptional.



CONCENTRIX

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CX has undergone a massive transformation

COVID has forced companies to adapt and innovate quickly to meet market changes

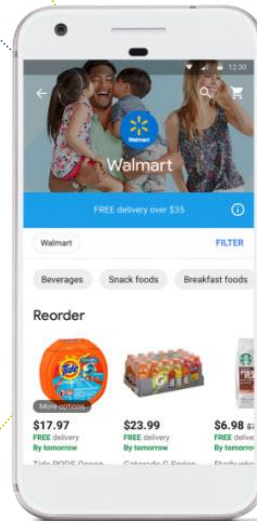


**“Contactless” CX
or low-contact
customer journeys**

**Reimagining
new ways of doing
business**

**Digitization,
Shift to Cloud,
Mobile-first
commerce**

**Acceleration
of AI & digital
self-service**



**New modes of
engagement –
Messaging,
Social, Virtual,
Augmented**





Words of Wisdom:
**What advice would you
give businesses who
are considering new
digital self-service
implementations?**

Digging a Little Deeper

1

Why Digital Self-Service/Why Now More than Ever?

2

Impact of Digital Self-Service on Employees & Customers

3

Advice on Implementing Digital Self-Service





Why Digital Self-Service/Why Now?

What changes has COVID driven in your digital strategy?



Why Digital Self-Service/Why Now?

What solutions have you adopted and what are the results you have seen?



Impact of Digital Self-Service on Employees & Customers

**What kind of feedback have you gotten
from your customers?**



Impact of Digital Self-Service on Employees & Customers

...what about your contact center agents?



How have your agents and call center roles changed in 2020?



How did you promote your new self-service channels to your customers?



**Words of Wisdom:
Knowing what you
know now about the
changes driven into
your organizations
what advice would
you give your future
self when thinking
about digital in the
future?**

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Thank you for attending this session. This event will be available for on-demand replay.



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