



Digital CX is the New Playing Field

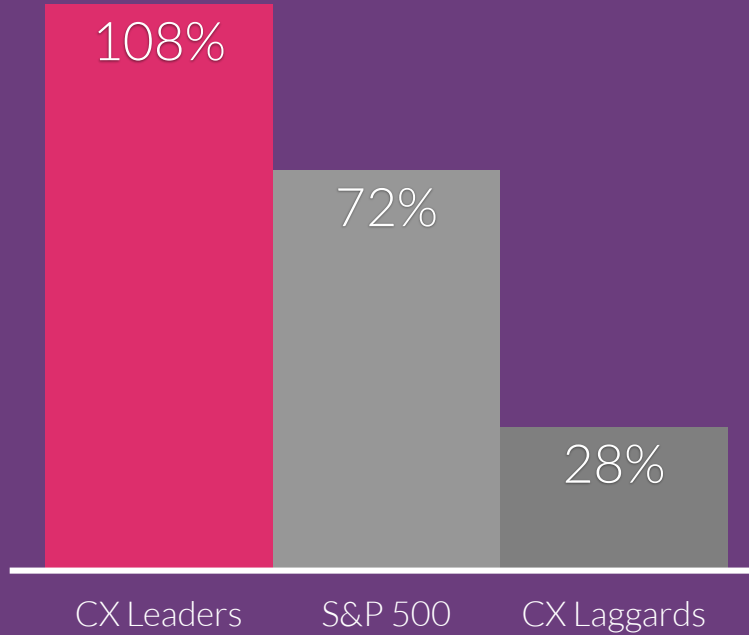
Ulrika Haug, Senior Director, Product Marketing

@ulrikahaug

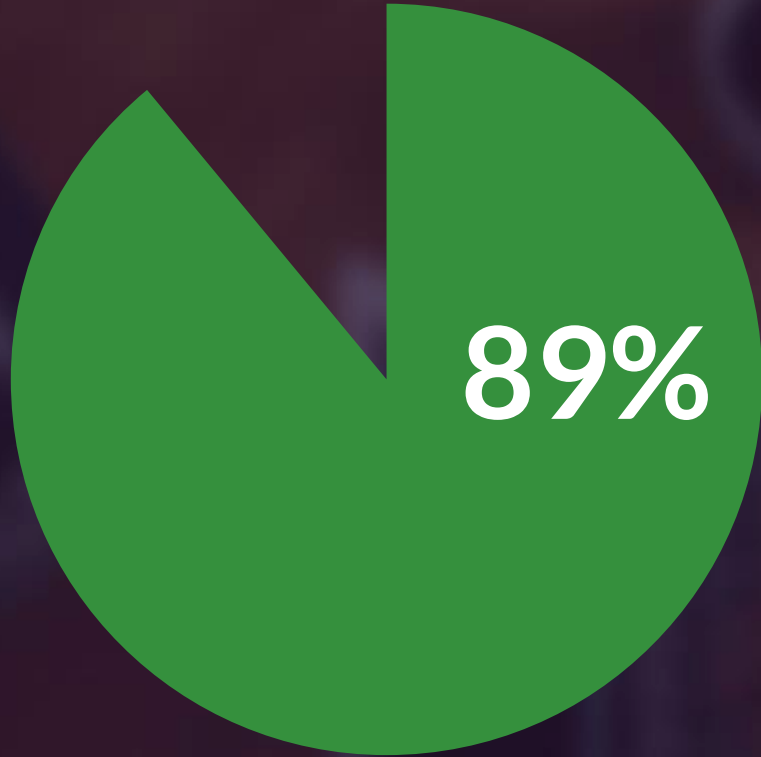
#LiNCLocal

Lithium

8 year stock performance of CX Leaders
v. Laggards v. S&P 500 (2007-2014)



Customer
Experience leaders
outperform the
market



of businesses now expect to compete mostly on the basis of CX- up from 36% just four years ago

Source: Gartner

But **only 1/3**
leverage digital
insights to drive
change in the
business



OUR PANEL



Linda Van Seuren,
Sr. Community
Manager at ING



Marlene Summers, CS
Services & Community
VP at Zuora



Michel Da Silva,
Community
Manager at Parrot



Nearly **1/3** of consumers would rather clean a toilet than talk to customer service

Follow us
to stay a step ahead



Linda van Seuren
community.ing.nl



LINDA

WHAT NEXT?

- Collaborate with other departments
 - Set up re-occurring meetings
 - Be aligned on processes
 - Share customer feedback across departments
 - Have shared goals (put customer feedback first)
- Map out your customers' journey across all digital touchpoints
 - Identify and build the journey from different starting points
 - Set up CX taskforce
 - Build CX from customer-view
- Measure and set goals related to customer journey touchpoints
- Use our Strategic Services (contact your account rep)