

## **Digital Customer Experience**

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## Digital Customer Experience: Six learnings from our worldwide experience

**EXAMPLES** \* \* 50 进 groupme Always design the **most convenient** customer Instagram interactions – through a customer lens **Onstacast** amazor 2) At critical touch points physical contacts can be SEPHORA useful as customer experience can be influenced **Technology** should be an enabler to offer the best \* fitbit NETFLIX 0 customer experience, not an excuse not to provide Pinterest motramile PROGRESSIVE it **BIRCHBOX** Customer needs do not change dramatically, but airbnt **customer behaviors** do - what changes is the way **Lending**Club they solve their needs **Retterment** Microsoft Google It's almost impossible to become digital if you don't in mobilize your employees The biggest challenge to succeed on the digital CommonwealthBank 🔶 transformation is the **cultural change**