



# CX Summit

From Customer Xperience  
to Company Xcellence

# 2020



# *Designing experience for “Ultimate Customer Happiness”*

“Happiness is the new productivity”

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CX Summit  
2020



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The graphic features a dark blue background with a circular portrait of a man with glasses. To the right of the portrait is a large, stylized graphic of overlapping, curved lines in shades of blue and purple. The text 'CX Summit 2020' is in the top left, and the speaker's name and title are at the bottom. There are also some small geometric icons like diamonds and rectangles scattered around the portrait.

# *Happiness is the new productivity!*

1

Happy  
Customers

2

Happy  
Employees

3

Happy  
Management



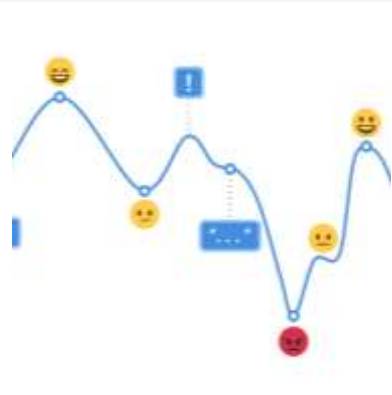
How to design a corporate culture that is rich with happiness..





# *Happiness!*

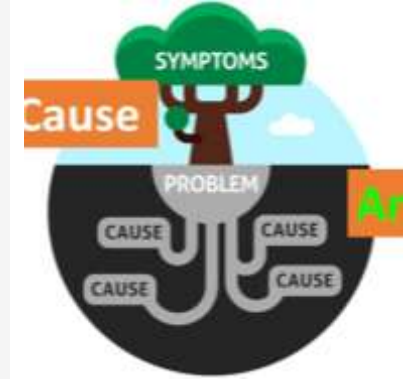
“**Happiness** is that feeling that comes over you when you know life is good and you can't help but smile”



Emphasize



Pain Points  
Customers  
Employees  
Management



Root Cause Analysis  
(RCA)



Design Thinking



**WOW!!** Factor



Pilot project



# Designing a Customer Journey Map for your King!



What's going to be different?



What's going to be special?



What's your approach is going to be like?

Understand the real meaning of "Customer is King"

“

A customer is the most important visitor on our premises; he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so

”

– Mahatma Gandhi





A photograph of wooden blocks spelling out the words 'thank you' in a row on a wooden surface. The background is a soft, out-of-focus bokeh of warm, golden lights. The text 'thank you' is written in a simple, black, sans-serif font on the light-colored wooden blocks.

thank you

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