Implementing a CX Program

The Good, The Bad, & The Ugly

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Woodside Homes
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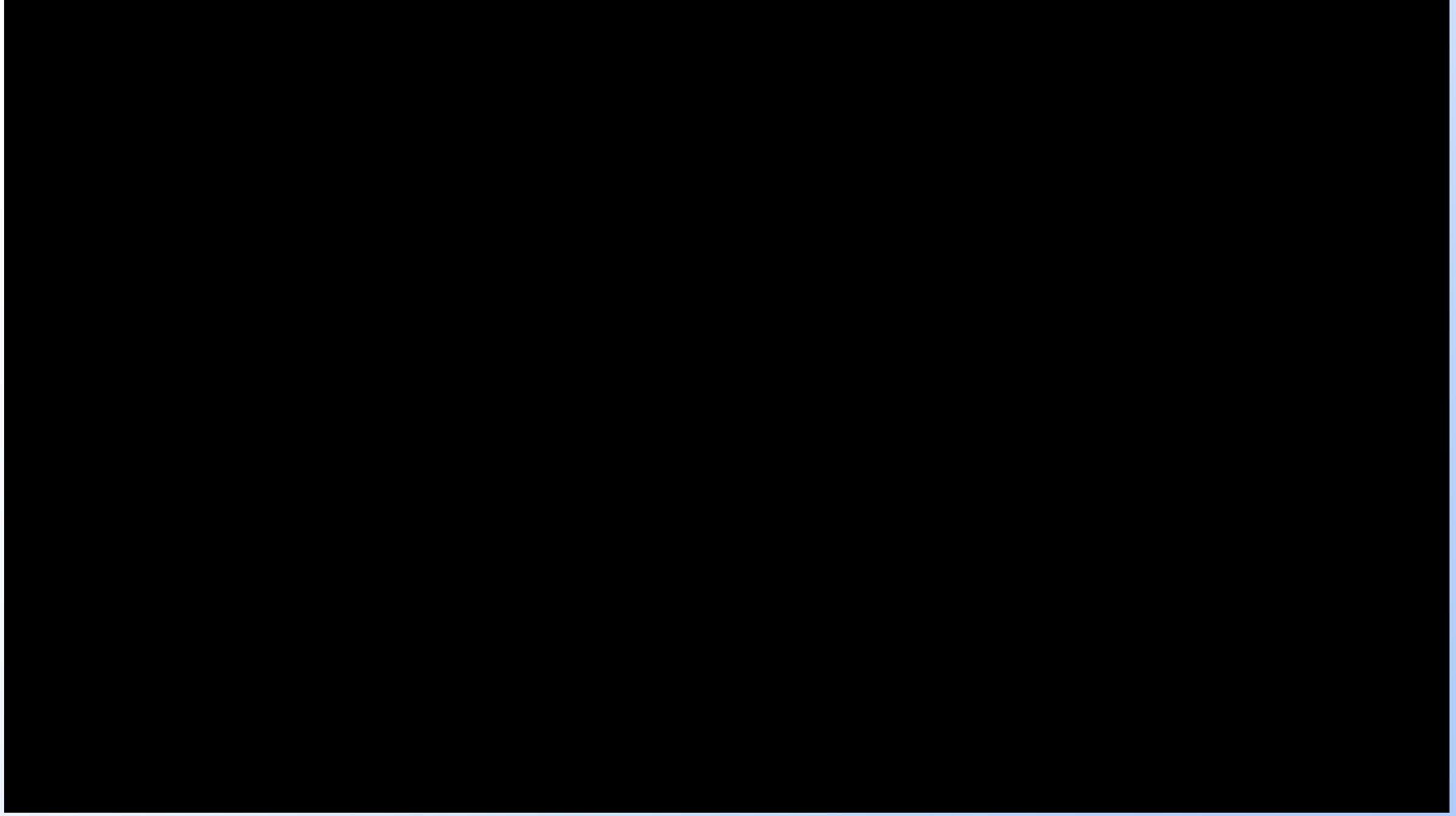
Woodside™ HOMES



Is providing a strong CX important?

Yes!

Should your company have a CX program?

Yes!

Do many CX programs fail to deliver?

Yes!

Is it easy to create a strong CX Program?

No!

WELLS
FARGO

TOYOTA

OLD NAVY

qualtrics XM

Medallia

KAISER
PERMANENTE

charles
SCHWAB

HONDA

Kapiche

Forsta

PayPal

Allstate

ADOREBOARD

FORESEE

TD Ameritrade

SAFEWAY

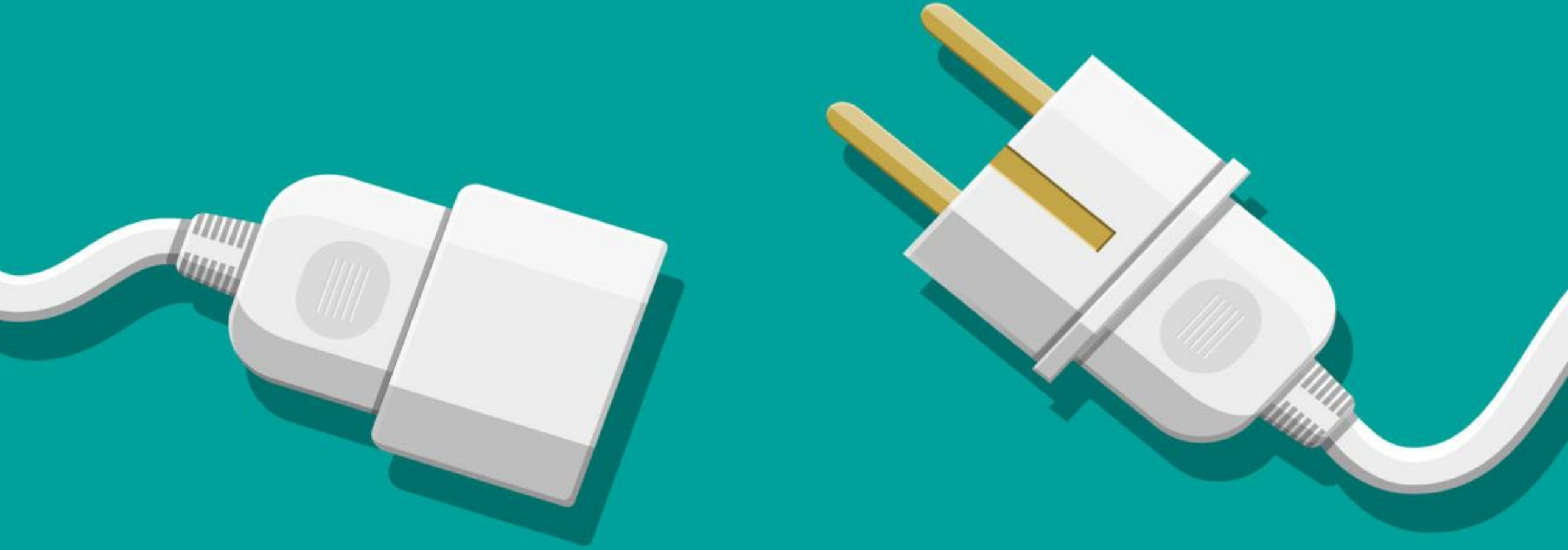
Woodside
HOMES

hotjar

HubSpot

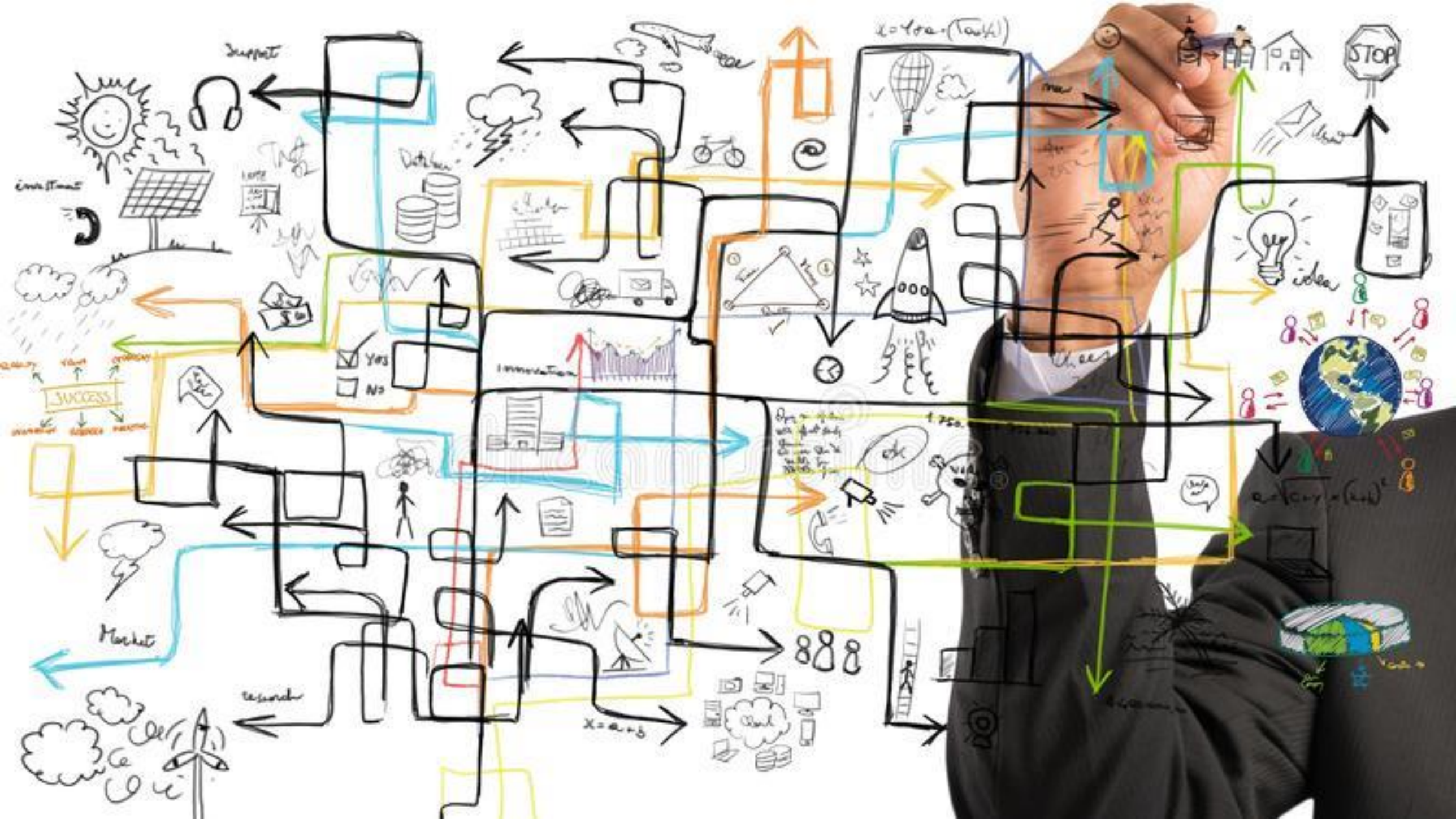
Woodside Homes in **month 18** of our CX Journey and have learned some lessons,

the hard way.

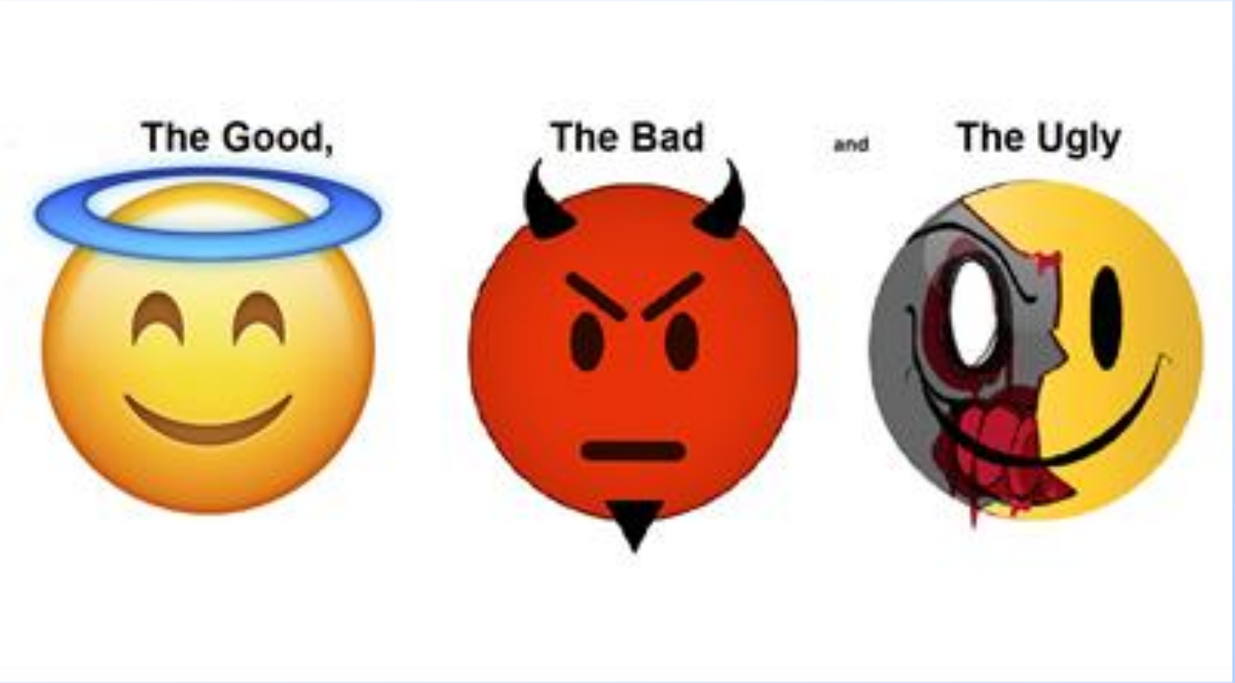


Easy Out of the Box Grow with You Quickly

Automated Holistic Partnerships


Support
STOP
idea
Yes
No
Innovation
SUCCESS
Market
research

12 Important CX Elements



#1

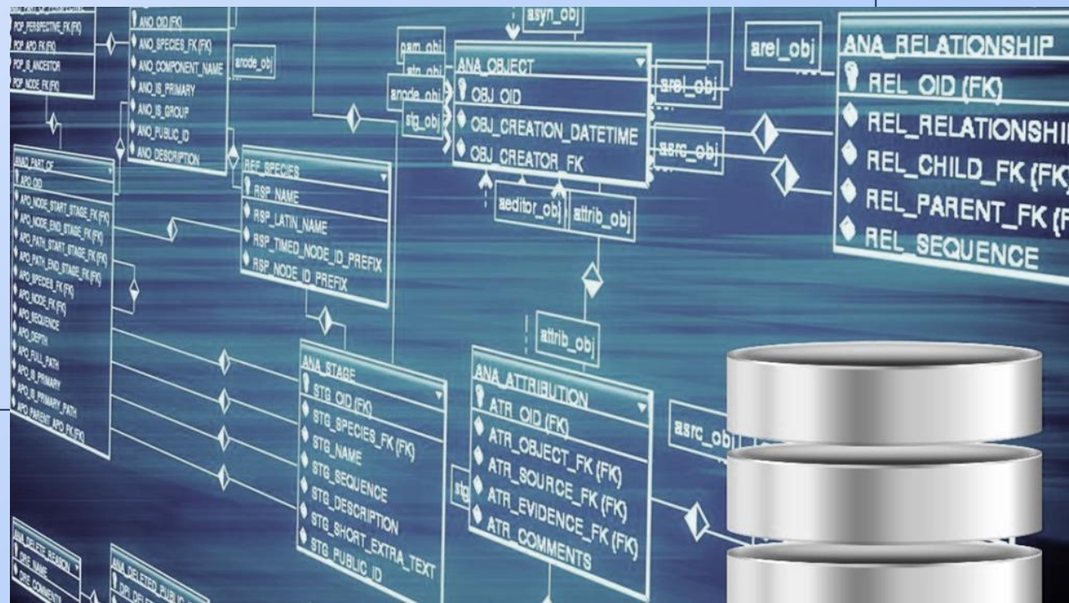
Purpose is everything

#2

Choose your path wisely

#3

Friend up IT

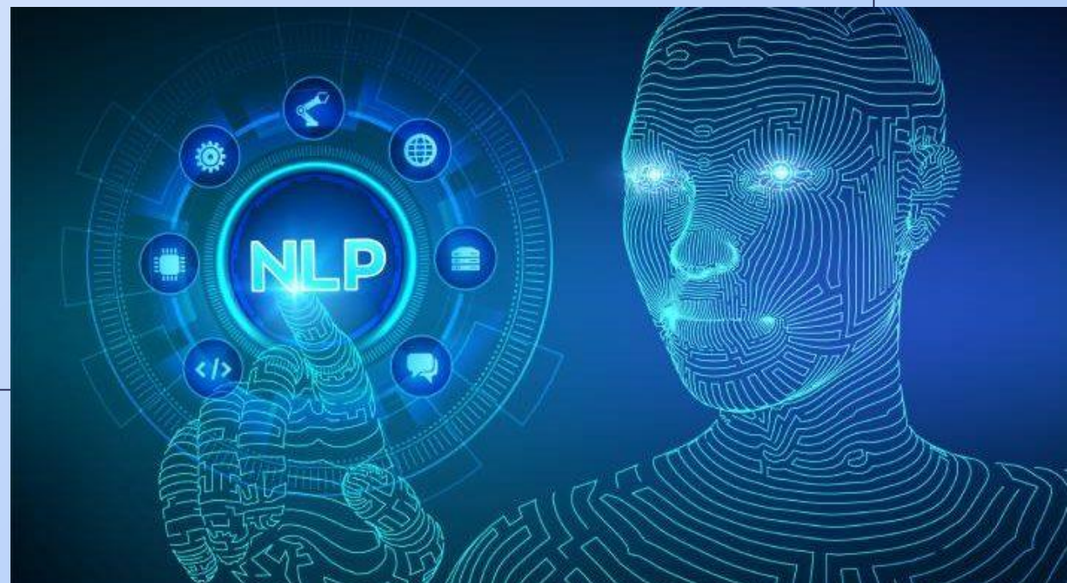


#4

Think before you send

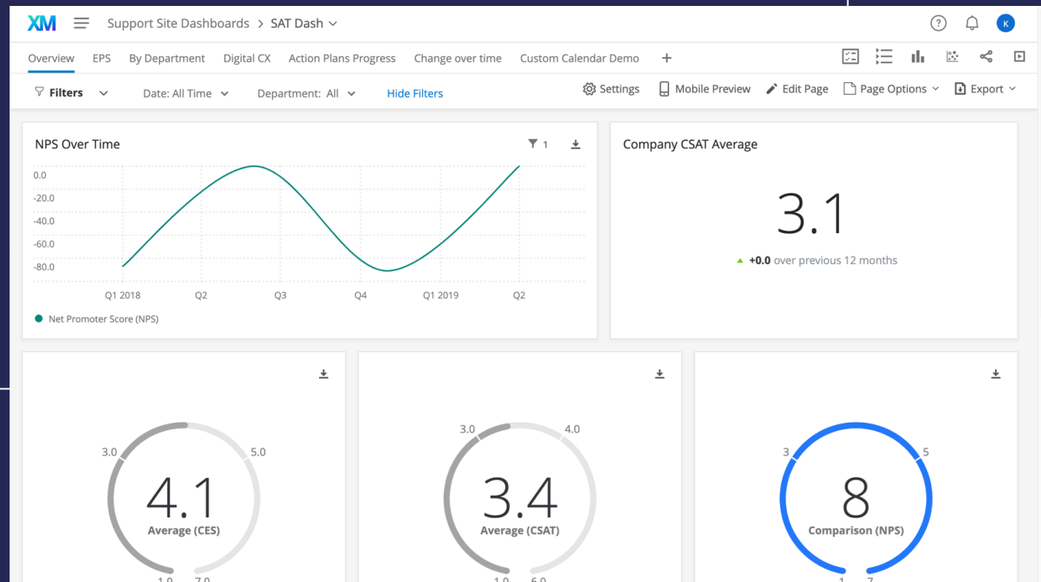
#5

AI is less than Intelligent



#6

A pretty dashboard does not tell a story



#7

Don’t let your data be siloed

#8

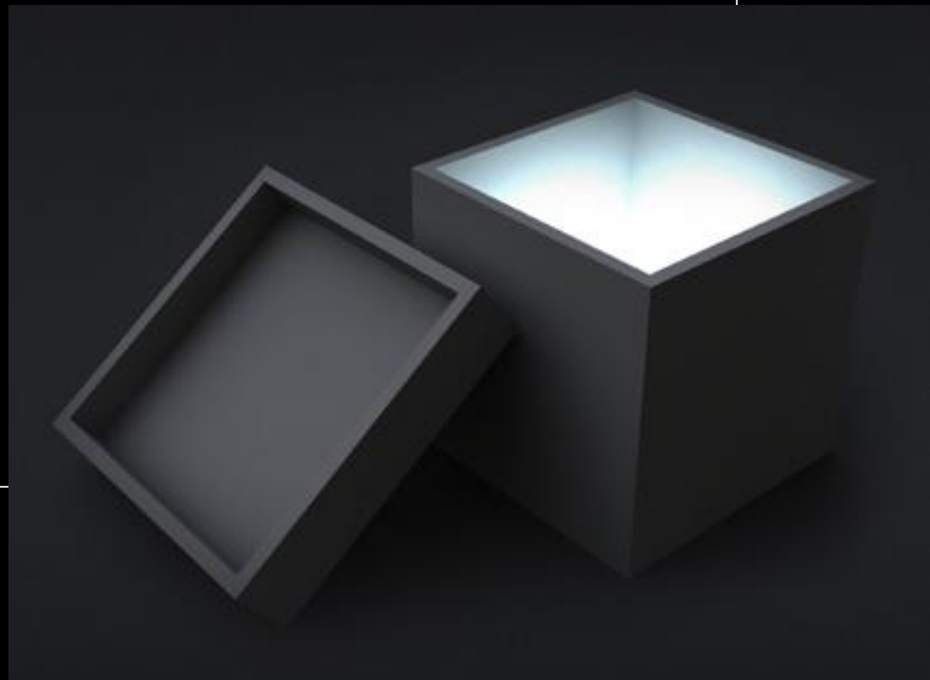
It’s not about the score

#9

Feedback is a gift

#10

Open the Black Box

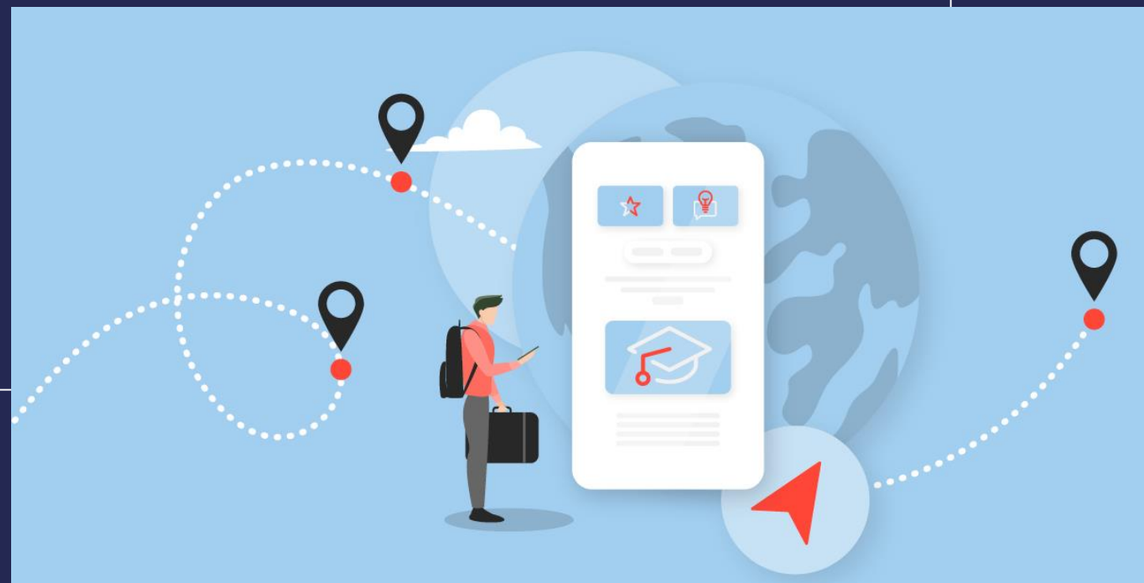


#11

All in

#12

CX is a journey, not a destination



Wherever you are in

Your CX Journey

Realize success will

Take a lot of Work

You will battle

The Good, The Bad, & The Ugly

Building a Strong CX Program

Is a Worthy Cause

The best brands

Differentiate on CX

And you can

Enhance People's Lives

Good Luck!
Thank You!