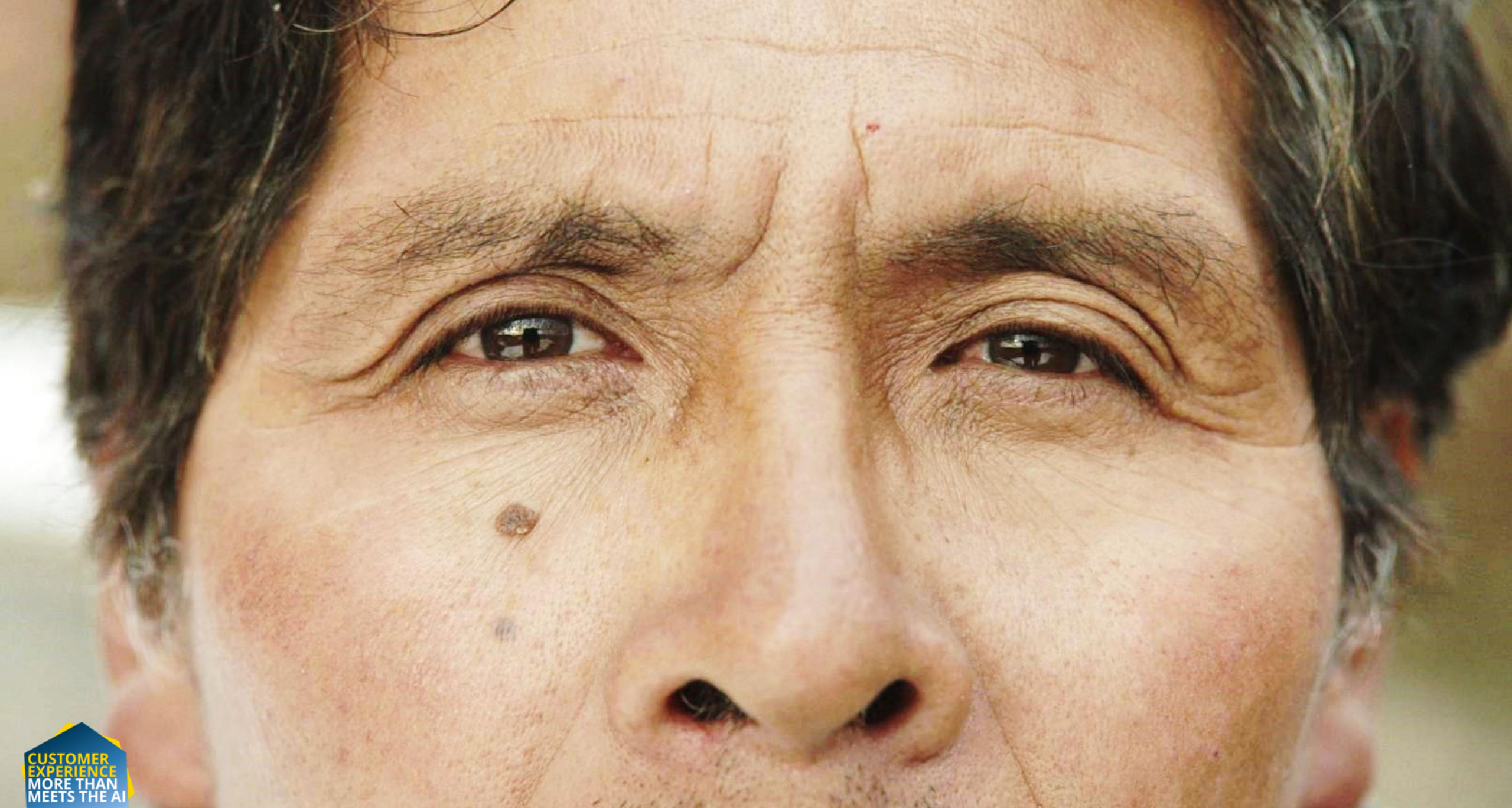




**CUSTOMER
EXPERIENCE
MORE THAN
MEETS THE AI**








CUSTOMER
EXPERIENCE
MORE THAN
MEETS THE AI





CUSTOMER
EXPERIENCE
MORE THAN
MEETS THE AI

customer experience, more than meets the AI  Michel Stevens

10:51

84%

Travel



• Lime



• Booking.com



• Uber



SAS



• Brussels Airlines



• Saudia



• Lufthansa

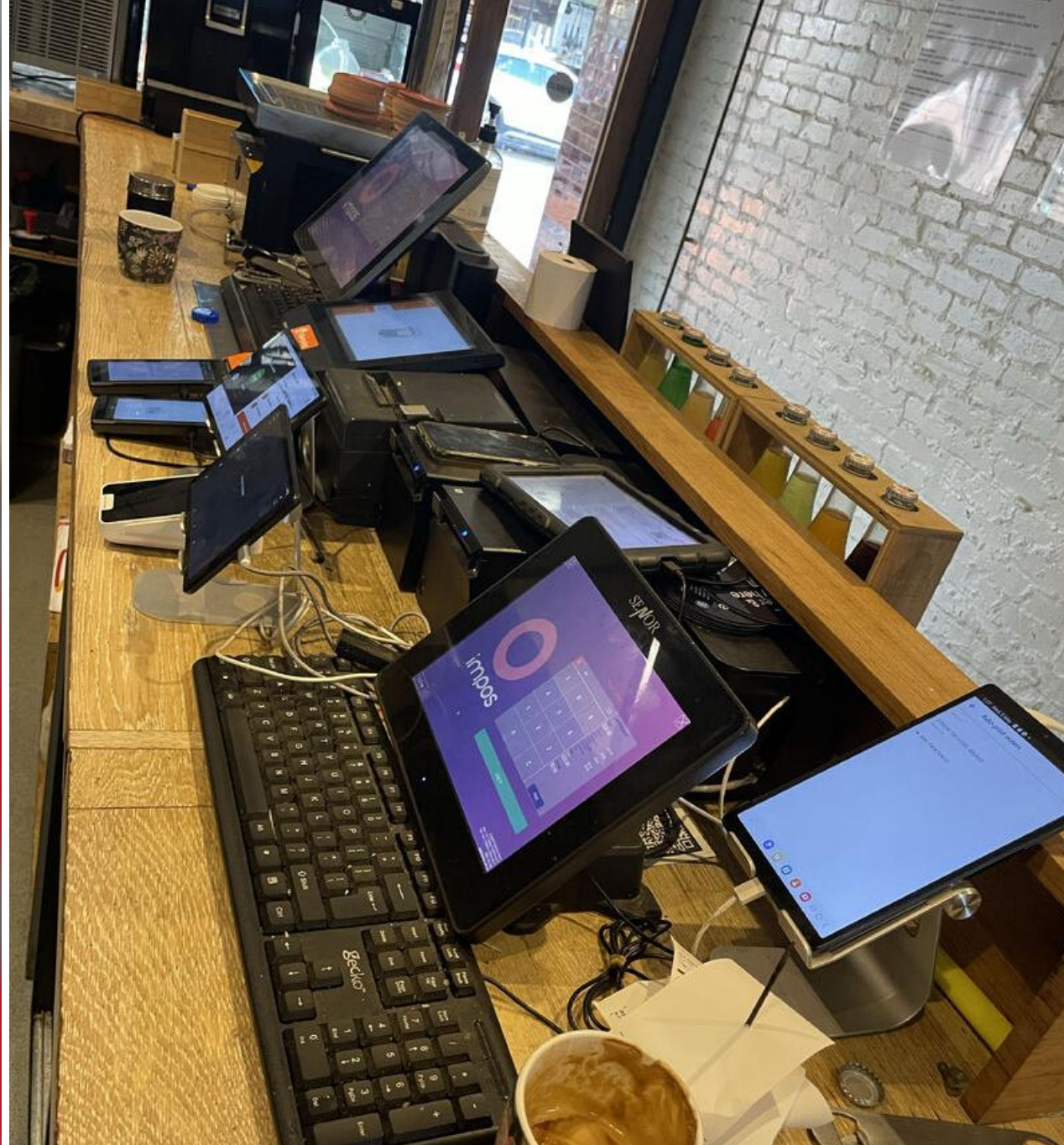


• United Airlines



• Emirates

CUSTOMER
EXPERIENCE
MORE THAN
MEETS THE AI



Apple Pay

Google Pay

PayPal

amazon pay

shop Pay

average

Creativity

Accuracy

Efficiency

Knowledge



Generated by the
average
of the internet

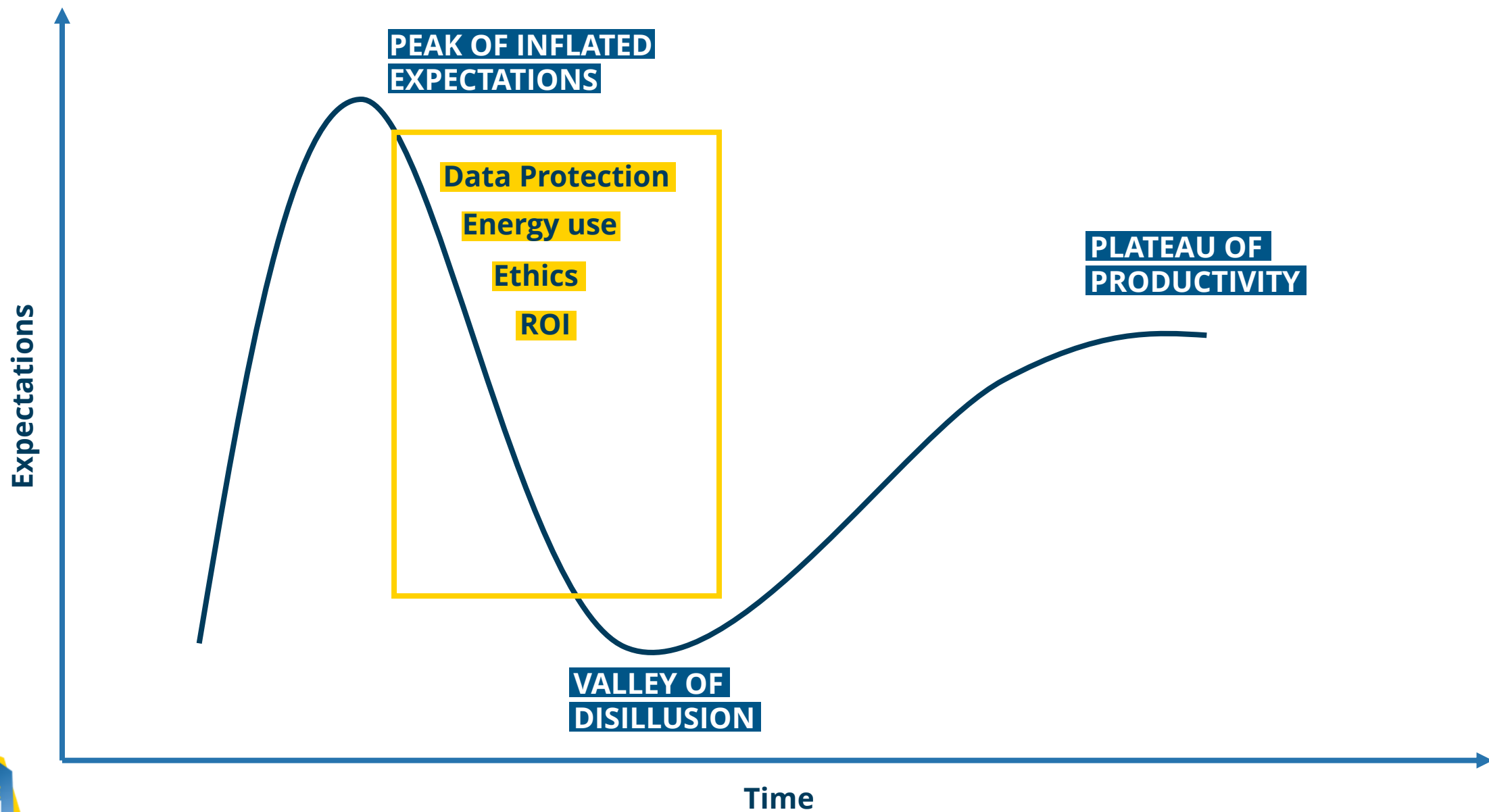
Creativity

Accuracy

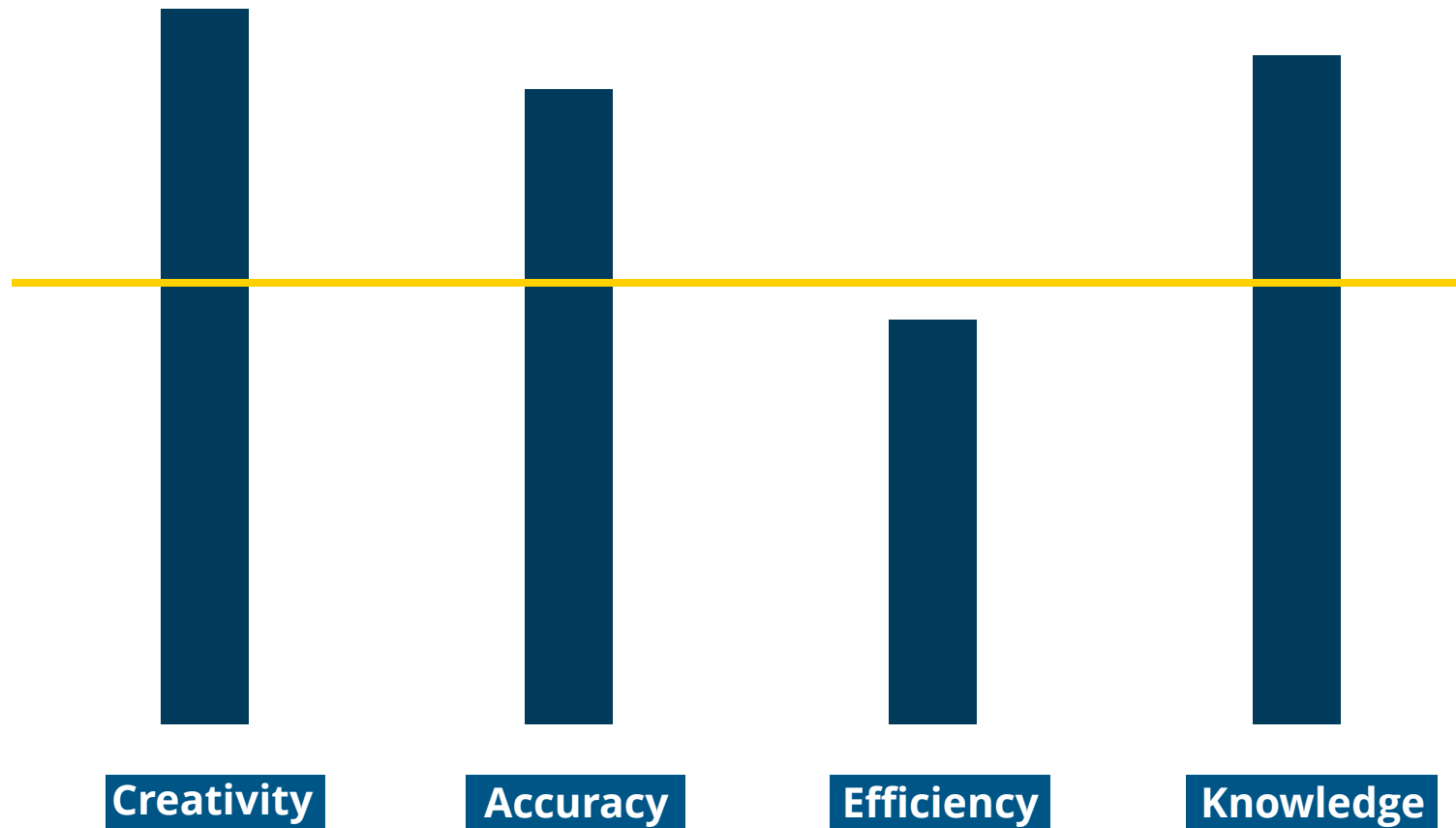
Efficiency

Knowledge





Generated by the
average
of the internet



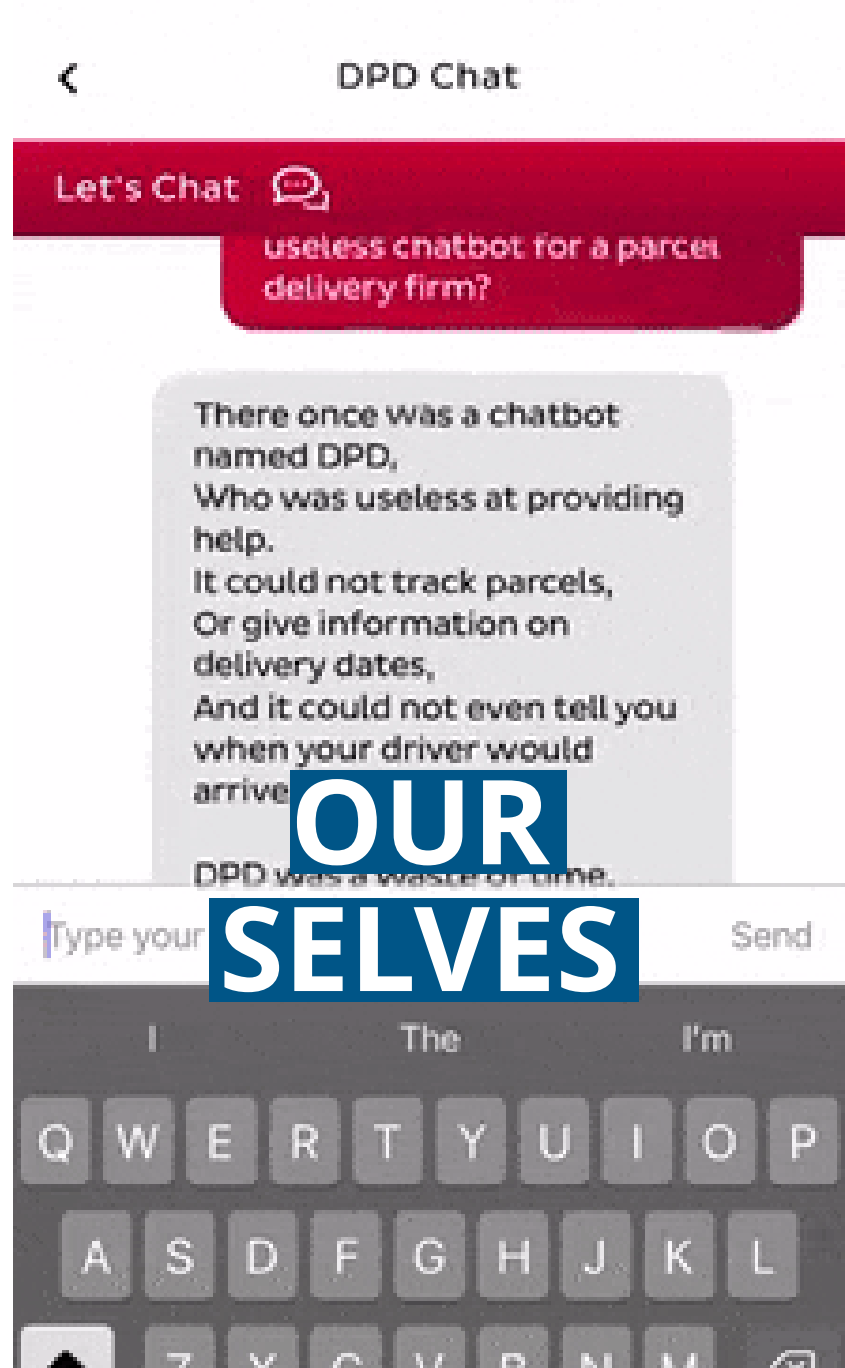


**OUR
HANDS**

CUSTOMER
EXPERIENCE
MORE THAN
MEETS THE AI



**OUR
MINDS**

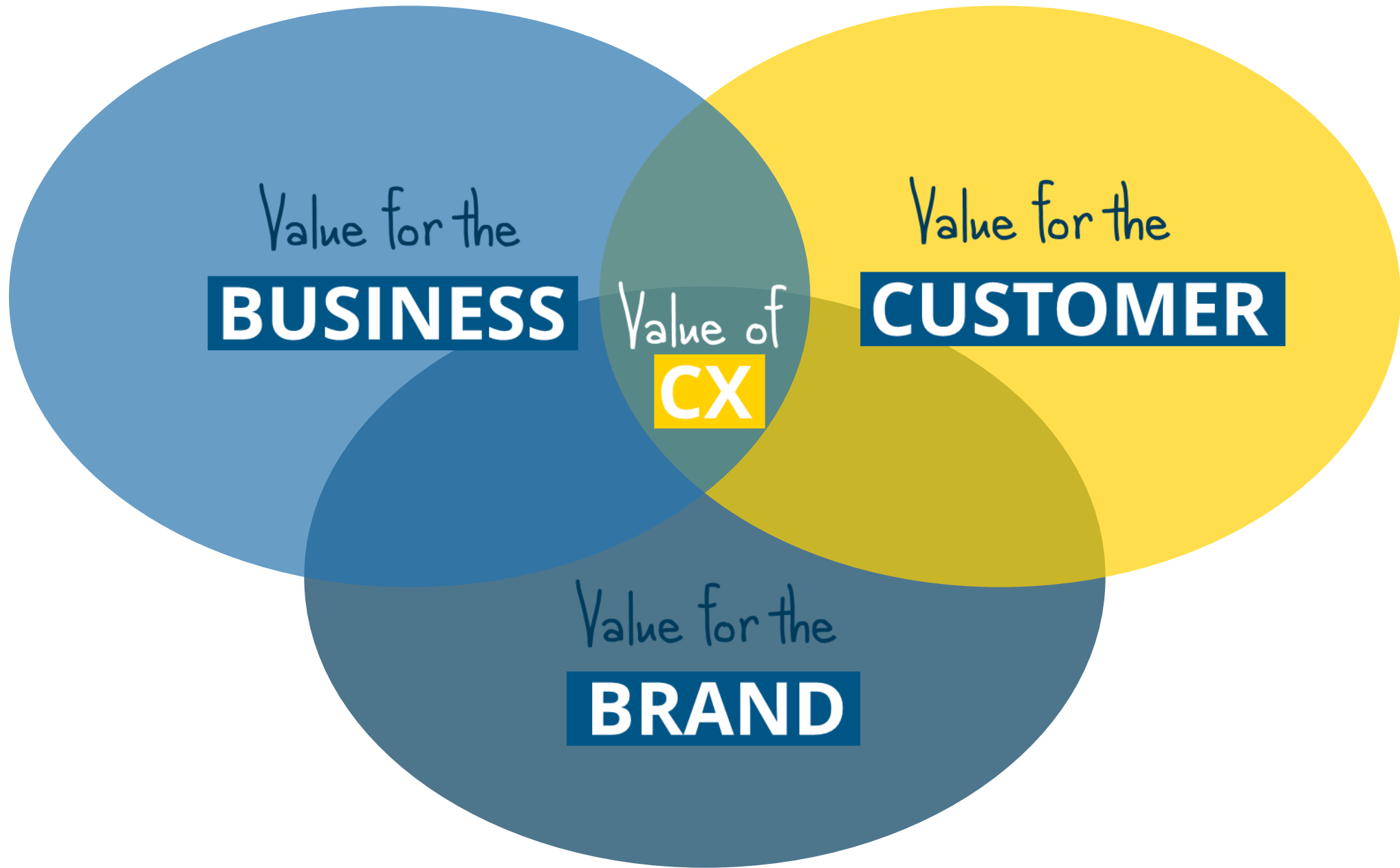


**OUR
SELVES**

**IN A WORLD
DOMINATED BY MACHINES
YOU CAN STAND OUT
BY BEING VERY HUMAN**

**SO, WHAT DOES IT MEAN
TO BE YOU?**





WHERE DOES CX SIT IN YOUR ORGANIZATION?



COMMUNICATION

**BUYER
EXPERIENCE**

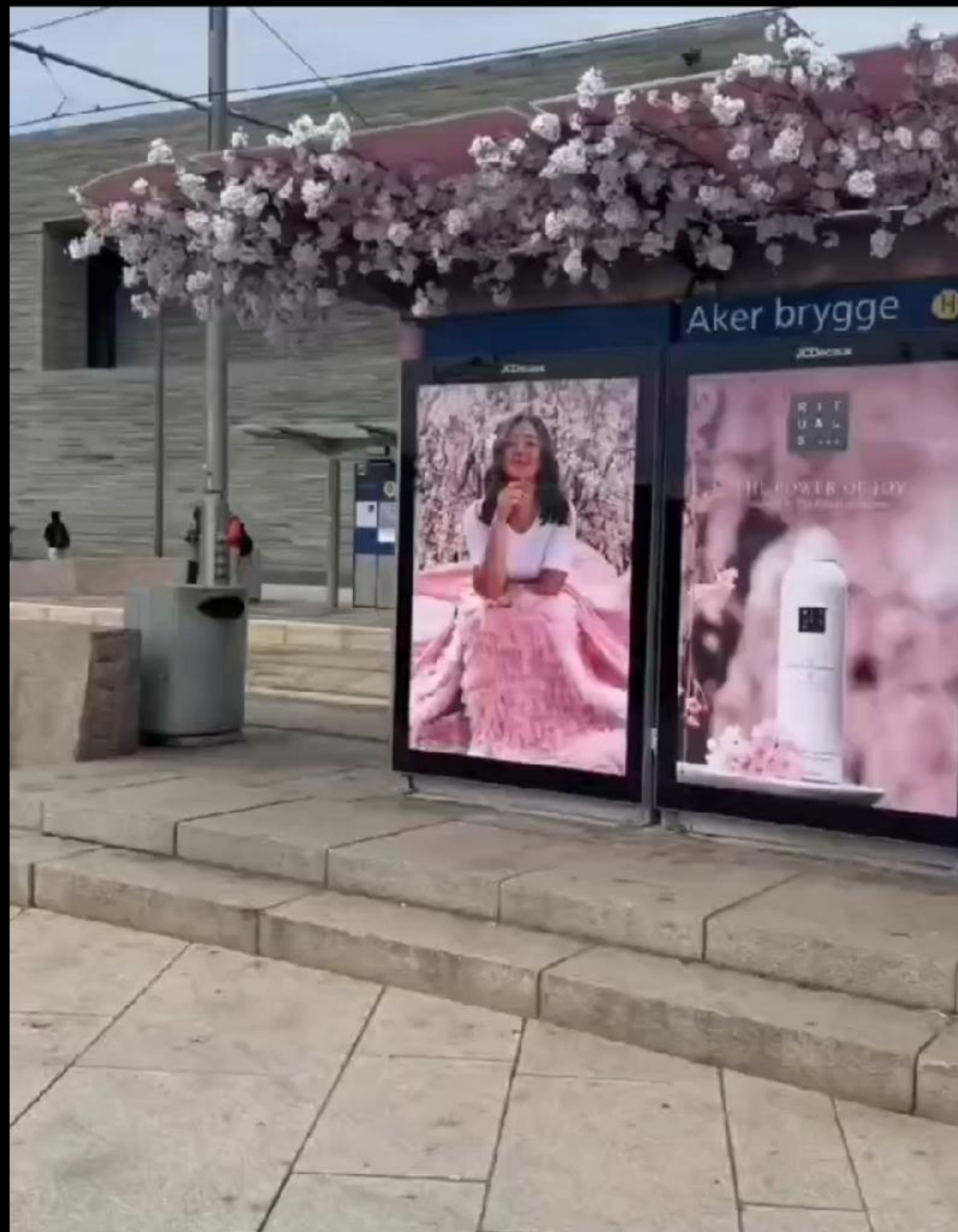
**PRODUCT
DEVELOPMENT**

CUSTOMER CARE

BRAND



COMMUNICATION

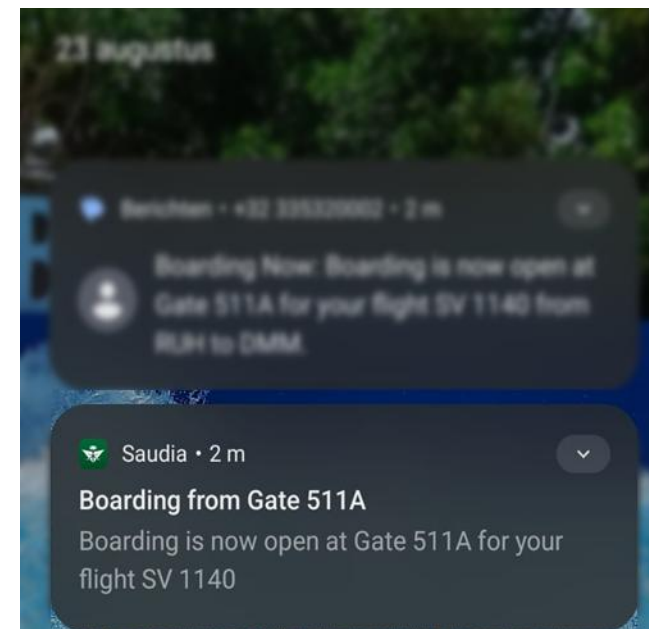
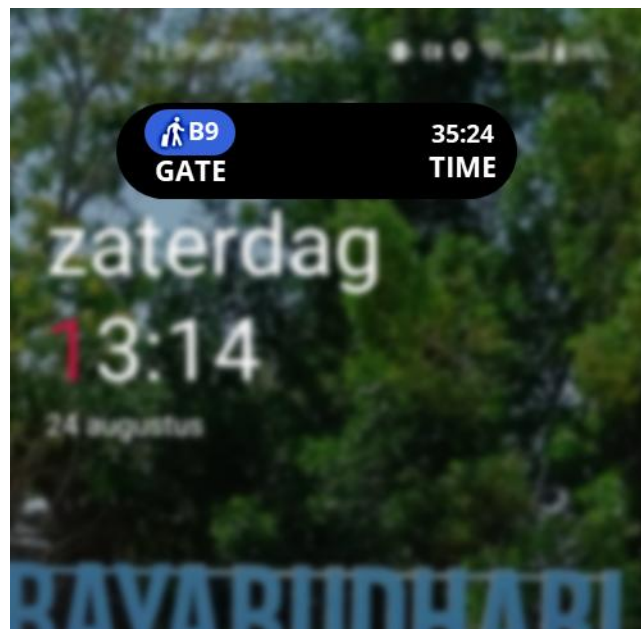
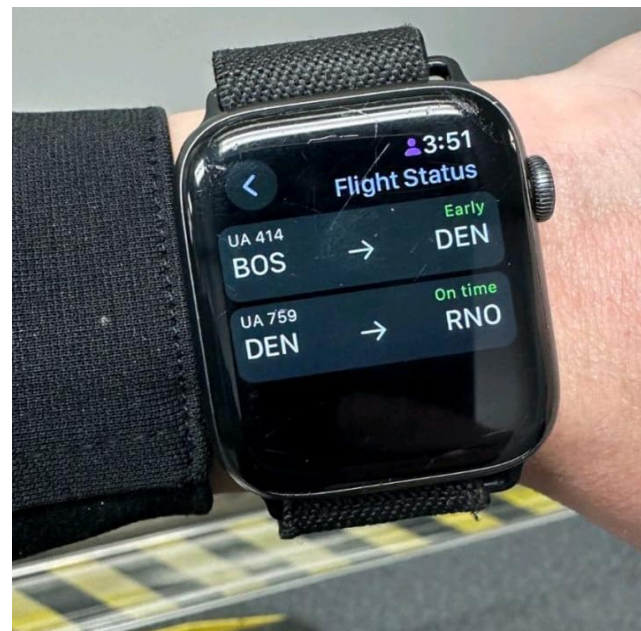


BUYER EXPERIENCE



CUSTOMER
EXPERIENCE
MORE THAN
MEETS THE AI

PRODUCT DEVELOPMENT



CUSTOMER CARE



COMMUNICATION

**BUYER
EXPERIENCE**

**PRODUCT
DEVELOPMENT**

CUSTOMER CARE

BRAND






CUSTOMER
EXPERIENCE
MORE THAN
MEETS THE AI



AI Ecobubble™ washer

Simple. Gentle. Intelligent wash.



customer experience, more than meets the AI  Michel Stevens

Your food in

7

minutes
or less

**YOU CAN BUY TECH
BUT YOU CAN'T BUY
A GOOD CX**

CUSTOMER
EXPERIENCE
MORE THAN
MEETS THE AI



**CUSTOMER
EXPERIENCE
MORE THAN
MEETS THE AI**

**HOW ALIGNED
ARE YOU?**



CUSTOMER
EXPERIENCE
MORE THAN
MEETS THE AI





**CUSTOMER
EXPERIENCE
MORE THAN
MEETS THE AI**

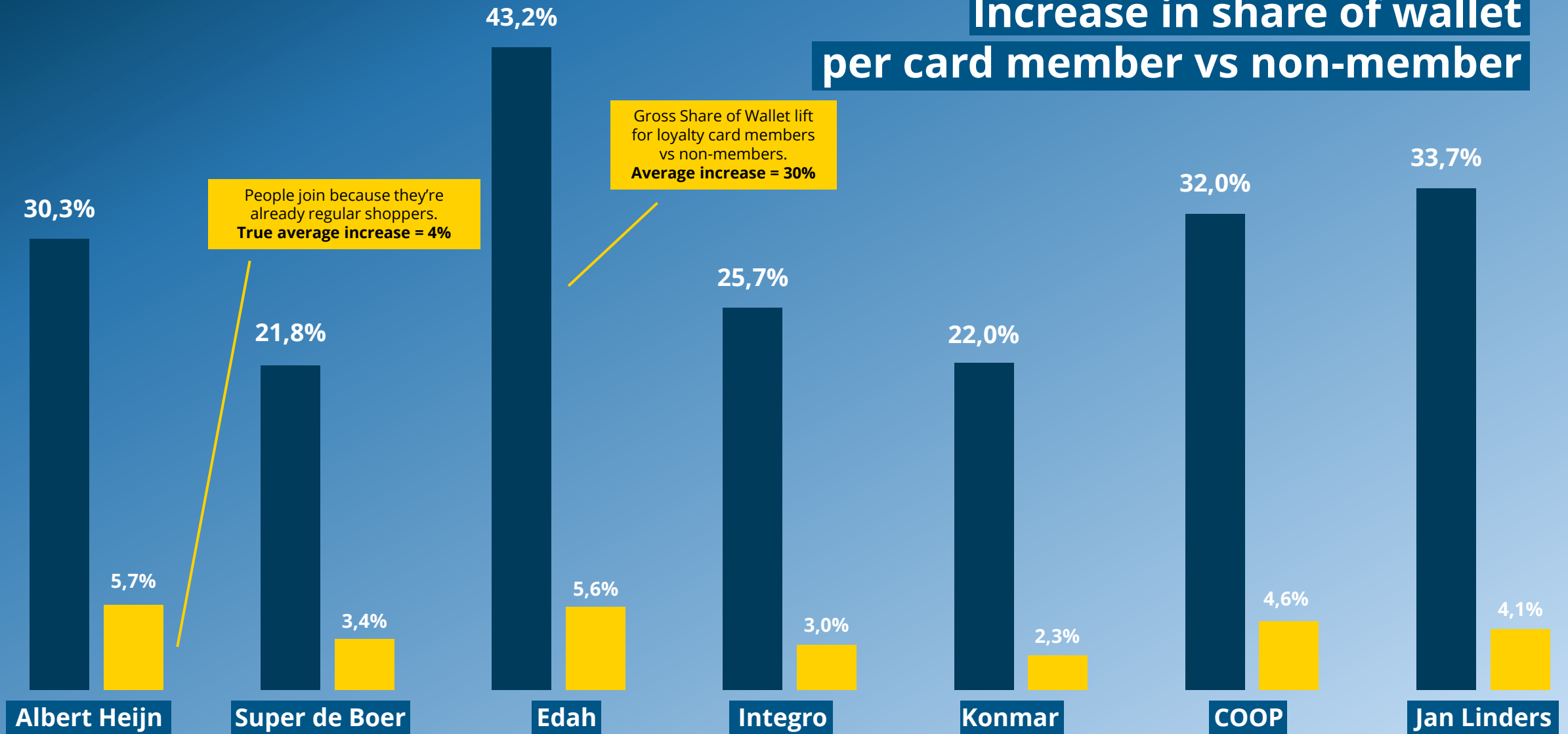
**HOW ABLE
ARE YOU?**



JOHN HEYMANNS WENT TO THE OLYMPICS **THANKS** **TO CHATGPT**

CUSTOMER
EXPERIENCE
MORE THAN
MEETS THE AI

Increase in share of wallet per card member vs non-member






**CUSTOMER
EXPERIENCE
MORE THAN
MEETS THE AI**

**HOW SKILLED
ARE YOU?**




CUSTOMER
EXPERIENCE
MORE THAN
MEETS THE AI

customer experience, more than meets the AI  Michel Stevens

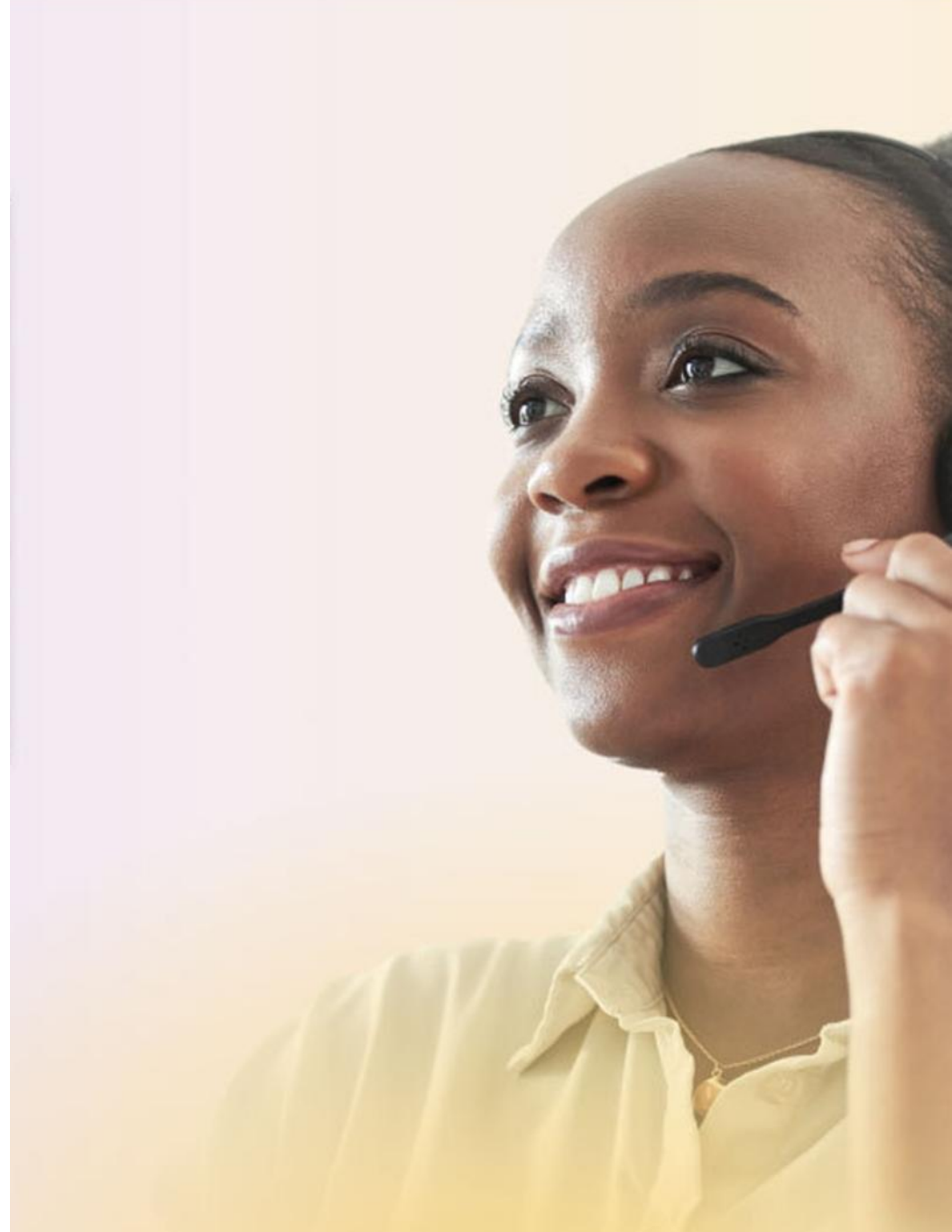


THE SHORTEST WAY FROM A TO B IS THE ROAD YOU KNOW

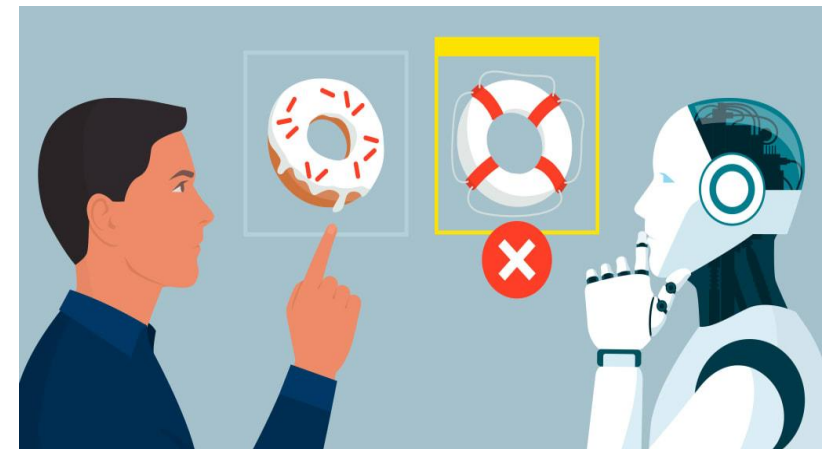
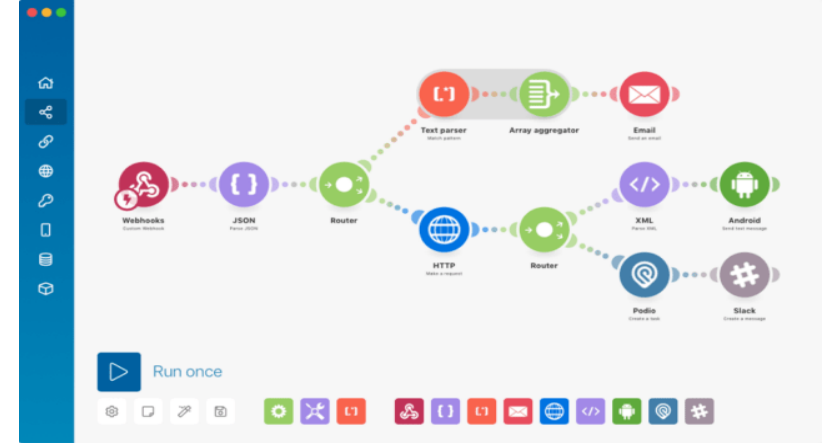
CUSTOMER
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**ALGORITHMS
PERSONALIZE
HUMANS MAKE IT
PERSONAL**



AUTOMATED BY DESIGN HUMAN IN THE LOOP HUMAN IN CONTROL HUMAN BY DESIGN






**CUSTOMER
EXPERIENCE
MORE THAN
MEETS THE AI**

**HOW WILLING
ARE YOU?**



CUSTOMER
EXPERIENCE
MORE THAN
MEETS THE AI


customer experience, more than meets the AI  Michel Stevens





IF THE SECRET SERVICE CAN BE HUMAN SO CAN YOU

CUSTOMER
EXPERIENCE
MORE THAN
MEETS THE AI

customer experience, more than meets the AI  Michel Stevens

CUSTOMER
EXPERIENCE
MORE THAN
MEETS THE AI

Value for the
BUSINESS

Value of
CX

Value for the
CUSTOMER

Value for the
BRAND

**ARE YOU
ALIGNED?**



**ARE YOU
ABLE?**



**ARE YOU
SKILLED?**



**ARE YOU
WILLING?**

Aligned & Able

EXPLAIN WHY
THIS MATTERS

GIVE PEOPLE
A CHANCE

**CUSTOMER
EXPERIENCE
MORE THAN
MEETS THE AI**



ELIMINATE
FRUSTRATION


DRIVE
ALIGNMENT

Willing & Skilled

**CUSTOMER
EXPERIENCE
MORE THAN
MEETS THE AI**



CUSTOMER
EXPERIENCE
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MEETS THE AI

customer experience, more than meets the AI  Michel Stevens



CUSTOMER
EXPERIENCE
MORE THAN
MEETS THE AI

CALIFORNIA HIGHWAY PATROL

Ask me about *this*



OR

Connect with me *here*



CUSTOMER
EXPERIENCE
MORE THAN
MEETS THE AI