



How Brands are Breaking Through with Strategic CX

CX Effect+ 2021 Key Takeaways

AN EXPLORATION INTO THE VITAL ROLE CX PLAYS IN THE GROWTH OF SUCCESSFUL AND SUSTAINABLE BUSINESSES!

On December 9, 2021, CX Effect+ brought together the best minds in CX for a look at the most urgent questions of the marketing community about practical aspects of CX and where the practice fits into your business development strategy.

Here you'll find digestible tools and perspectives captured from that day, covering everything from new ways to think about the practice, techniques, and insight research that will help enhance your brand's performance goals and metrics, and more.

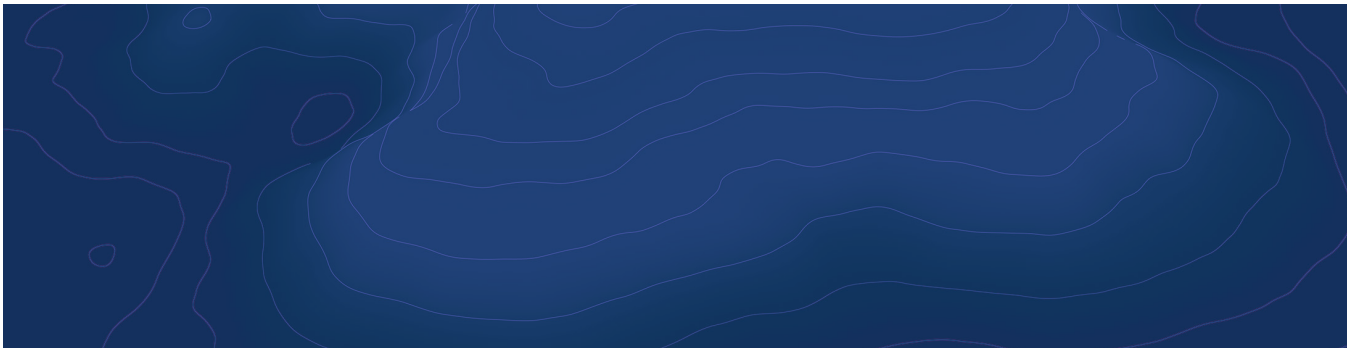
KEY THEMES

01 TAKE A POSITION ON BRANDED CUSTOMER EXPERIENCE

02 EMPOWER YOUR CONSUMER BY EMPOWERING YOUR TEAMS

03 ADD GOOD FRICTION TO INTERRUPT POTENTIAL HARM

04 CX INNOVATION COMES FROM OUR DIFFERENCES AND FROM WITHIN



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**Stay consistent with
customer experience.
It's not a department.
#CX is a manifestation
of departments coming
together to create one
harmonious process.**

- Jon Cook
CEO,
VMLY&R

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01 TAKE A POSITION ON BRANDED CUSTOMER EXPERIENCE

A focus on CX drives a holistic view of the value brands create and considers all stakeholders in the business success, from employees, staff, to the communities where businesses live and operate.

Marketers and agencies are making a strategic business commitment to the convergence of integrating different disciplines across the agency to help merge technology, human insight and customer experience together.

VMLY&R has built a first-class CX practice by establishing a clear position in their organization on the relationship between customer experience and brand experience. By understanding the difference between creating emotional value versus creating functional value, the organization was able to achieve greater success. Having a firm feeling on this continuum will help you understand the different skillsets that are needed to complete the journey - from business development, comms, finance, strategy, technology, the practice of CX takes a village to come together in a bespoke way to create connected experiences.



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Show and tell. Bring innovation in. Let people see what's possible. That will remove the barrier of technology for consumers and your teams.

-Benjamin Spiegel
Chief Digital Officer,
P&G Global Beauty Brands

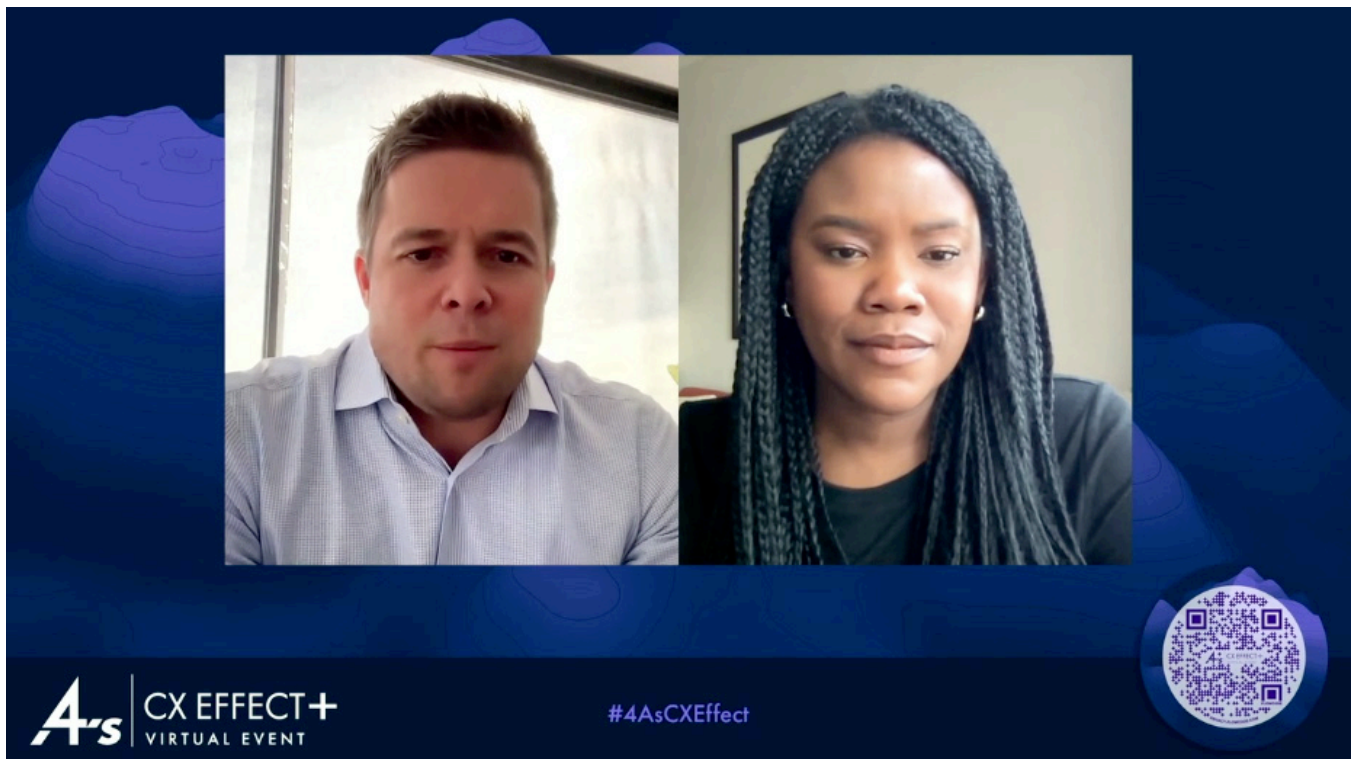
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02 EMPOWER YOUR CONSUMER BY EMPOWERING YOUR TEAMS

In order for a brand to be successful in today's digital world, it has to start from within. For P&G Global Beauty's Chief Digital Officer, Benjamin Spiegel, it's less about telling his people to do something, but rather all about showing, educating and experimenting with new technologies and capabilities in order to solve a business problem and what consumers are trying to solve for.

Lately, AR and VR are so attractive to brands because it provides a way to connect to consumers in an interactive and accessible way. Beyond a :60 commercial, these technologies can help educate, entertain and drive innovation based on consumer feedback.

For agencies just starting out in CX and learning new technologies, it's important to engage your employees to experiment and bring innovation on the inside by making it fun. By seeing what's possible, employees will feel empowered and energized and want to share back what they've learned.



In Embracing New Worlds of Experience: A Brand Perspective, Benjamin Spiegel, Global Chief Digital Officer of P&G Beauty, discussed with Jennifer Clarke, VP Strategy Director & Brand Experience Lead at Dentsu, new creative domains and new opportunities for meaningful human connection and what it means for brand success.

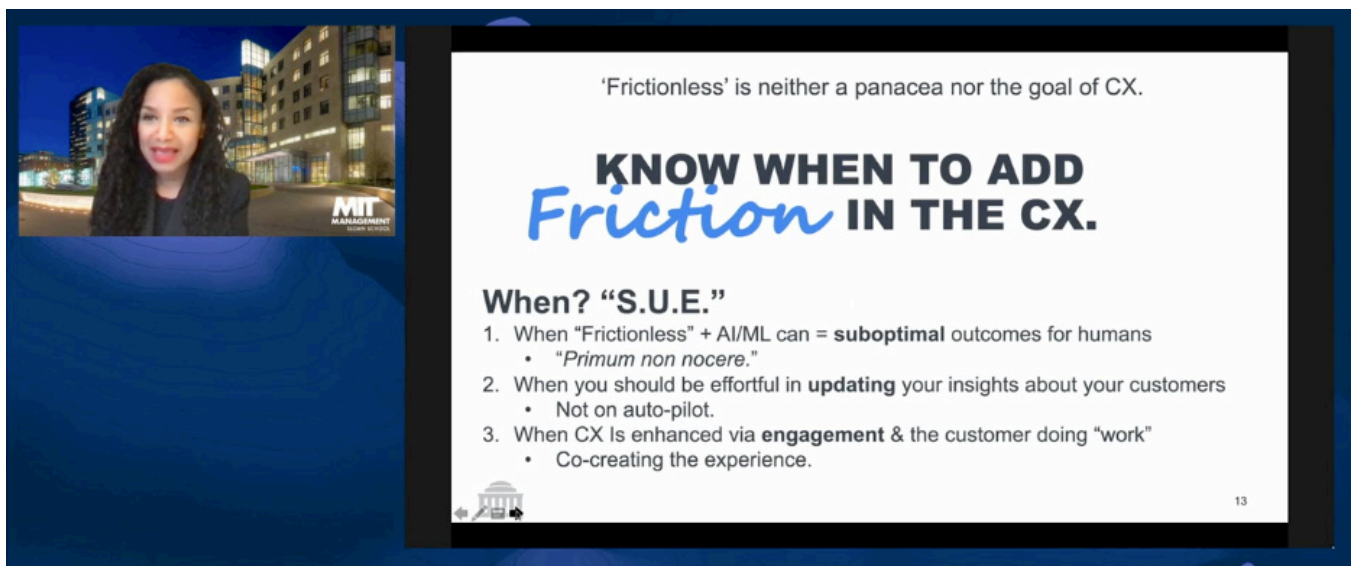
03 ADD GOOD FRICTION TO INTERRUPT POTENTIAL HARM

Understanding Human-AI Interaction is critical. Renée Gosline, Senior Lecturer at the MIT Sloan School of Management and the lead Research Scientist in the Human-AI Interaction group at MIT's Initiative on The Digital Economy, discussed the importance of adding nuance to our perception of friction – differentiating between “good” friction and “bad” friction – and when we should seek “good friction” to minimize harm from AI and share value in customer experiences.

We learned that 100% of AI is biased because there have been decisions on which data to include and measure, and behaviors we want customers to exhibit.

Because AI is not neutral, people need to understand when to add or when to not add friction to interrupt potential harm (ie: interrupting bullying on social media).

The big takeaway? Always think about friction along the customer experience journey when people are making decisions or using AI. Trust can be eroded if we create or don't create friction at the wrong parts.



'Frictionless' is neither a panacea nor the goal of CX.

KNOW WHEN TO ADD *Friction* IN THE CX.

When? “S.U.E.”

1. When “Frictionless” + AI/ML can = **suboptimal** outcomes for humans
 - “*Primum non nocere.*”
2. When you should be effortful in **updating** your insights about your customers
 - Not on auto-pilot.
3. When CX Is enhanced via **engagement** & the customer doing “work”
 - Co-creating the experience.

MIT MANAGEMENT

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04 CX INNOVATION COMES FROM OUR DIFFERENCES AND FROM WITHIN.

“Most companies haven’t fulfilled their [#DEI](#) promises. I think the sentiment was honest, but they do not have the tools to incorporate diversity into everyday business. They’re looking for help.”

-Dipanjan Chatterjee, Vice President And Principal Analyst, Forrester Research

Even the most purpose driven firms can struggle to convert their best intentions into best practice, leading to tone-deaf messages and broken promises. In the session “From Platitude to Progress: How Empathy Drives Ideal Customer Experience,” we learned how genuine empathy unlocks the pathway to customer experiences that maximize a brand’s business potential.

As Becky Getz, Head of CX Operations at Amazon AWS said, “the customer has to be at the center of everything you do when it comes to CX.” As a result, it is critical that you look at who your customers are and serve their needs and values throughout the entire customer journey.

When it came to the social and racial unrest of 2020, there were many companies who stepped up and committed to fight these biases within their organizations and communities, but in reality their actions say otherwise. The intent and desire was there but in reality they don’t know what to do about it. The challenge is they don’t have the tools to incorporate these ideas

into their everyday business. So how do brands get it right? Dipanjan Chatterjee, Vice President And Principal Analyst, Forrester Research, broke down the 4 C’s framework that he developed for his clients:

4 C’s:

- Company (Look inside and see if your organization is inclusive)
- Customer (Look at your customers and if you’re incorporating inclusion in your product offerings and in your go to market strategy)
- Community (Beyond your customer, are you serving the broader community you serve?)
- Competency (Can you match the need there is and put something together really well?)

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Thank you again to all of our speakers and to everyone who joined us for CX Effect+ 2021.

In case you missed any of the content or want to revisit some of the key topics, all of the presentations will be available to watch on-demand on the [EventMobi](#) platform for the next 30 days.

**CX Effect+ is produced by the 4A's and the 4A's CX Council.
To learn more about the 4A's CX Council and to download our latest report on Five Essential Points for CX Measurement Success, please visit <https://www.aaaa.org/cx-customer-experience/>*