



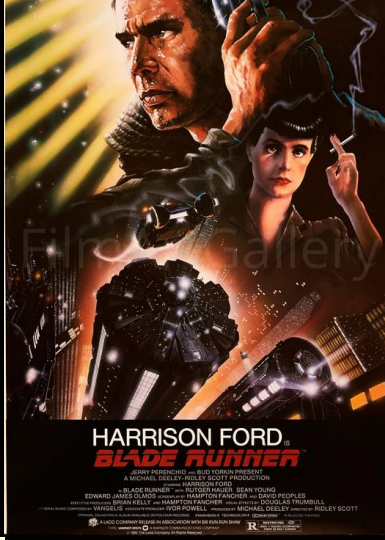
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The Future of CX

CX circle

POWERED BY  CONTENTSQUARE







In one word, what is the future of CX?

Join at [slido.com](https://www.slido.com)

#Popcorn

slido





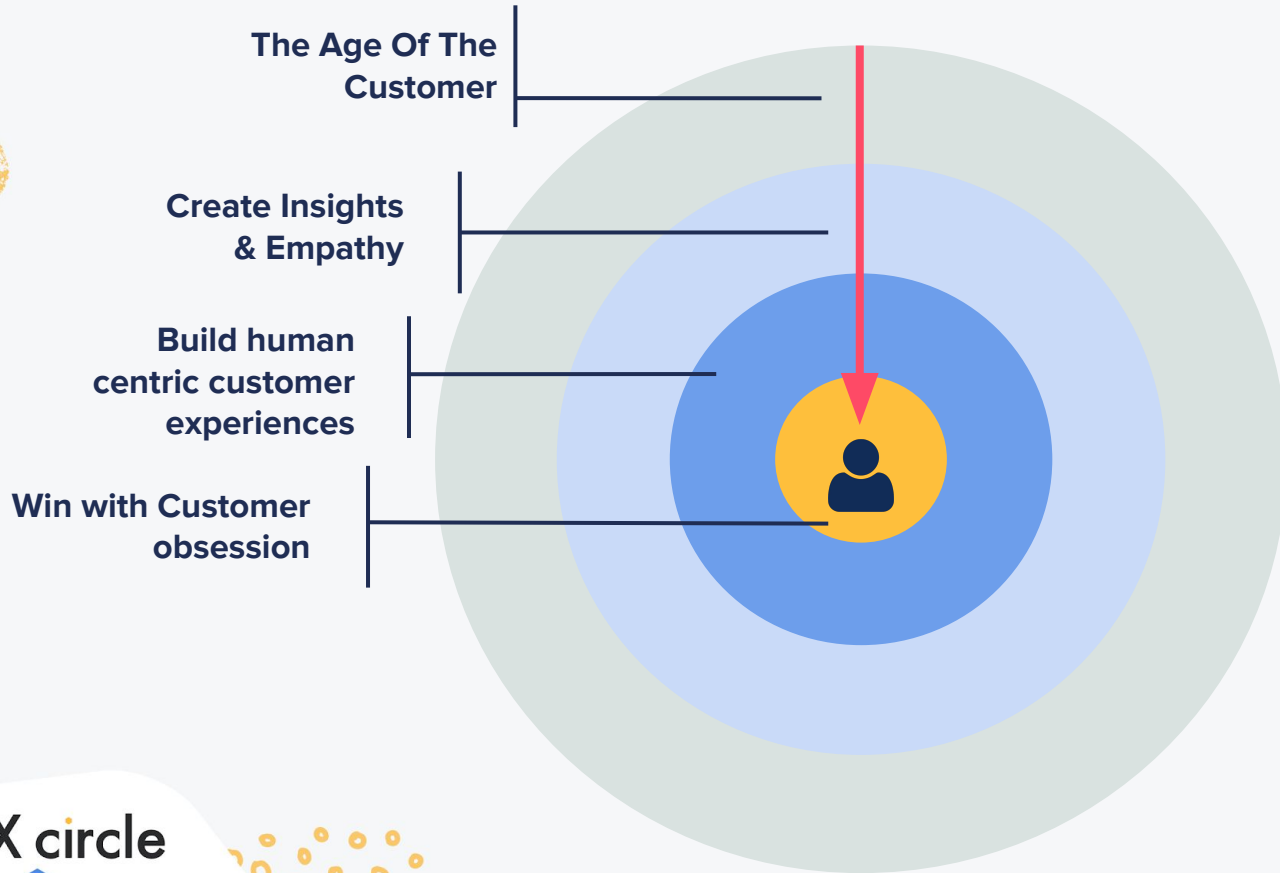
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The **HUMAN** Future of CX

CX circle

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The Insights and Experience Imperative



7%

Only 7% of firms use customer insights to make a difference with experience

The Three Habits Of A Human Centric Experience Strategy

1

Build human
experiences
for all

2

Use AI to
build human
experiences
at scale

3

Foster
healthy digital
relationships



1

Build human experiences for all



CX circle

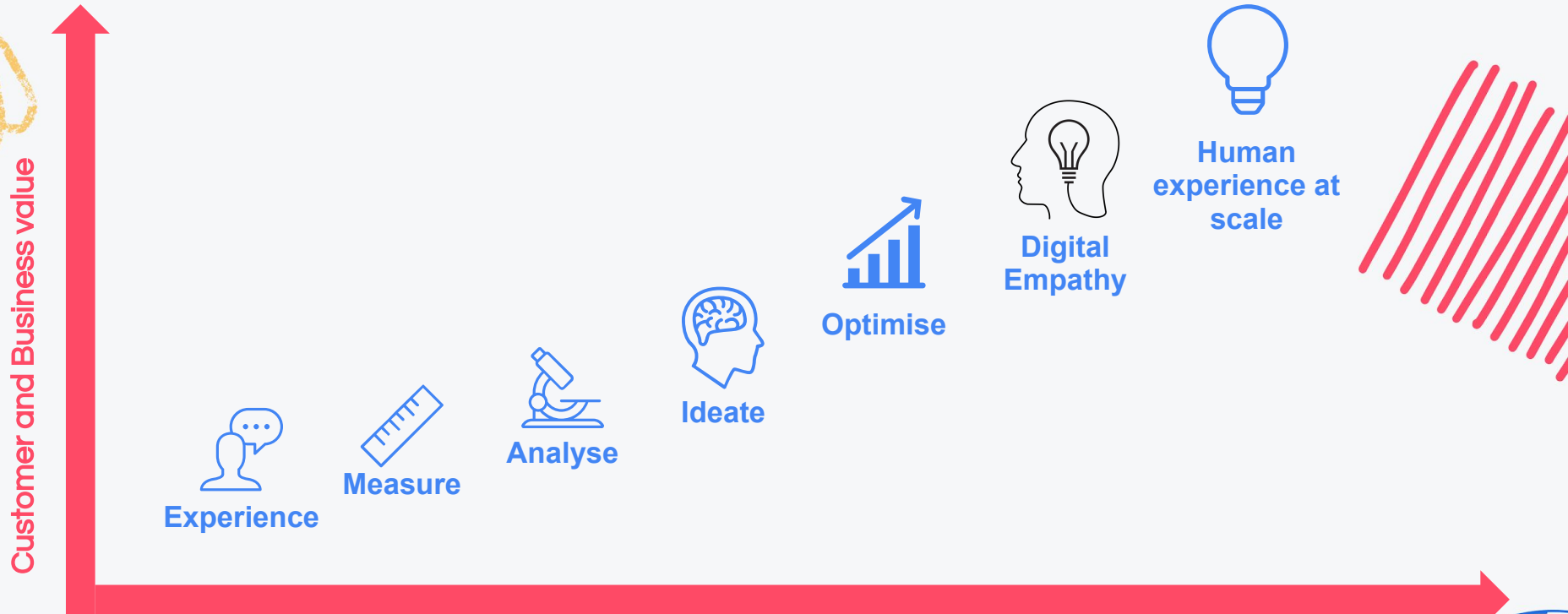
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Build human experiences for all




The journey from data to experience innovation





Slido question:

**Which stage of the journey
are you at?**

- 1. Experience**
 - 2. Measure**
 - 3. Analyse**
 - 4. Optimise**
 - 5. Digital empathy**
 - 6. Human experience at scale**
- 

NETFLIX

The image displays a Netflix user interface. At the top center, a large black box contains the text "Not Sure What to Watch?" in white, with a subtext "Choose Play Something and we'll pick things for you to watch based on your tastes." Below this is a white button with a play icon and the text "Play Something". To the left of the main content area is a vertical navigation menu with icons for Home, TV Shows, Movies, Music, Kids, and Account. Below the main content area, a row of TV Dramas is visible, including "MARIPOSA DE BARRIO" and "BLACKLIST".

NETFLIX DON'T JUDGE A SHOW BY ITS GENRE.

Because you watched shows about Anti-Heroes and Moral Ambiguity >

Because you watched shows with Sharp Humor and Strong Female Leads >

Because you watched shows about Dangerous Worlds and Complex Consequences >

Because you watched shows about Edgy Coming of Age Tales >

Recommended shows shown in the grid include: *Game of Thrones*, *House of Cards*, *Narcos*, *Blacklist*, *Orange Is the New Black*, *Master of None*, *Black Mirror*, *Stranger Things*, *13 Reasons Why*, and *Love*.

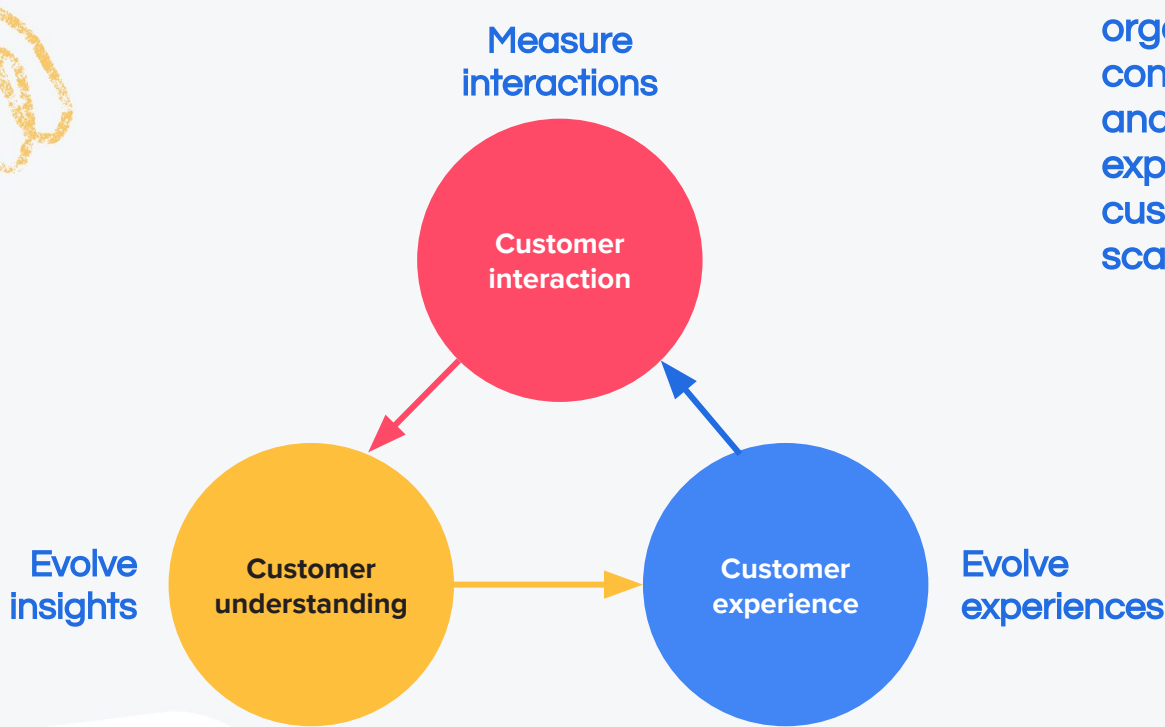


2

Use AI to create
human centric
experiences at scale



How AI can create human experiences at scale



AI allows organizations to continually optimize and innovate experience using customer insight at scale



Leveraging AI in the following ways



1

Connect data to measure and understand interaction

2

Use real-time insights to understand customer intent.

3

Enhance experience with real-time personalization.



No artificial
flavors,
preservatives
or colors



10 pc. Chicken
McNuggets*

\$3 ea.
Bundle



Double Cheeseburger
with Small Fries | 660 Cal.
McChicken[™]
with Small Fries | 620 Cal.
6 pc. Chicken McNuggets[™]
with Small Fries | 470 Cal.

1 Dollar
Menu

*Cannot be combined with any other offer or combo meal.
©2015 McDonald's. All rights reserved.

new

Spiced to make you smile



limited time
Spicy BBQ
Glazed Tenderloin

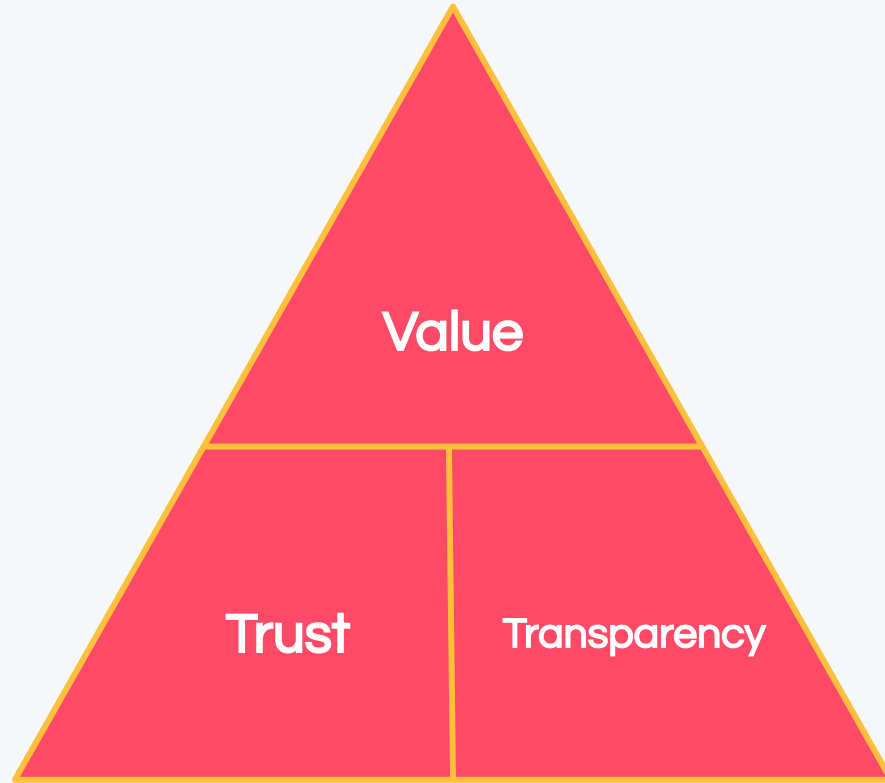




3

Foster healthy digital relationships



Foster healthy digital relationships





Slido question:
**Do you think your digital
relationship with your
customers is as healthy as
it could be?**

BLOOM & WILD



**Send a smile
with flowers**

bloomandwild.com

SPRING 19

SPRING 19

Want opt-out of Mother's Day emails? No problem.

📧 Found in Important Mailbox

Hello Joe

I wanted to get in touch as I know that Mother's Day can be a very sensitive time for some of us. So if you don't want us to send you any Mother's Day reminders this month, we won't. Just let us know by [opting out here](#). Then we'll do the rest.

And don't worry, if you opt out we'll still keep you updated with everything else, like normal.

Best wishes,



Lucy

Lucy Evans | Customer Experience Manager

T: [020 7352 9499](tel:02073529499) • www.bloomandwild.com

We only like to send things people are happy to receive (like flowers through the letterbox!) so if you don't want





Remember the 3 habits
And move you towards your
human experience future!

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Thank you!

Come visit us at our booth!