



Digital Customer Experience

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Digital Customer Experience: Six learnings from our worldwide experience

EXAMPLES

1 Always design the **most convenient** customer interactions – through a customer lens



2 At critical touch points **physical contacts** can be useful as customer experience can be influenced



3 **Technology** should be an enabler to offer the best customer experience, not an excuse not to provide it



4 Customer needs do not change dramatically, but **customer behaviors** do - what changes is the way they solve their needs



5 It's almost impossible to become digital if you don't mobilize your **employees**



6 The biggest challenge to succeed on the digital transformation is the **cultural change**

