



**HOW SUCCESSFUL LUXURY BRANDS DRIVE THEIR
CX TRANSFORMATION**

**WHY SHOULD
WE EVEN CHANGE?**





**CHANGING
IS
VERY,
VERY HARD**

MEASURE WHERE YOU ARE, EVALUATE YOUR RISK AND DETERMINE YOUR LOST OPPORTUNITY



**CREATE
A
SENSE
OF
URGENCY**



IT ALL STARTS
WITH THE **CEO**



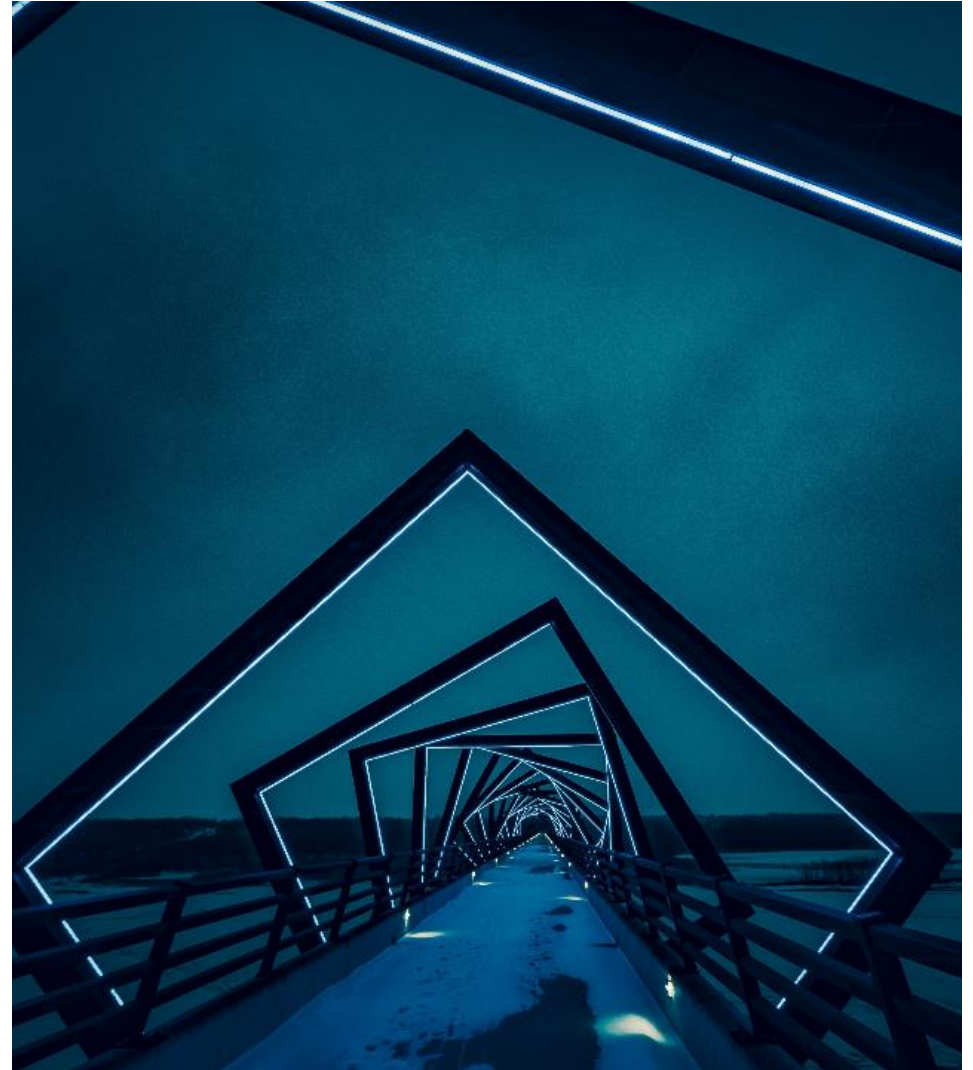


**PUT TOGETHER A TEAM OF
PASSIONATE PEOPLE**



**MAP
YOUR
CUSTOMER
JOURNEY**

**DEFINE HOW
YOUR NEW CX
WILL LOOK
LIKE, YOUR
EMOTIONAL
INTENTION**



**WHY
EMOTIONS
MATTER**





**ALIGN RECRUITMENT PRACTICES, KPI,
BONUS AND INCENTIVES**



START
SMALL,
BE
ITERATIVE

LET YOUR TEAM DEFINE THE EMOTIONAL SIGNATURE



MEASURE
CLIENT
AND
TEAM
EXPERIENCE





**RECORD SHORT
TERM WINS,
REMOVE
OBSTACLES**



EMBED
EMOTIONAL
INTENTIONS
IN THE WAY
YOU WORK

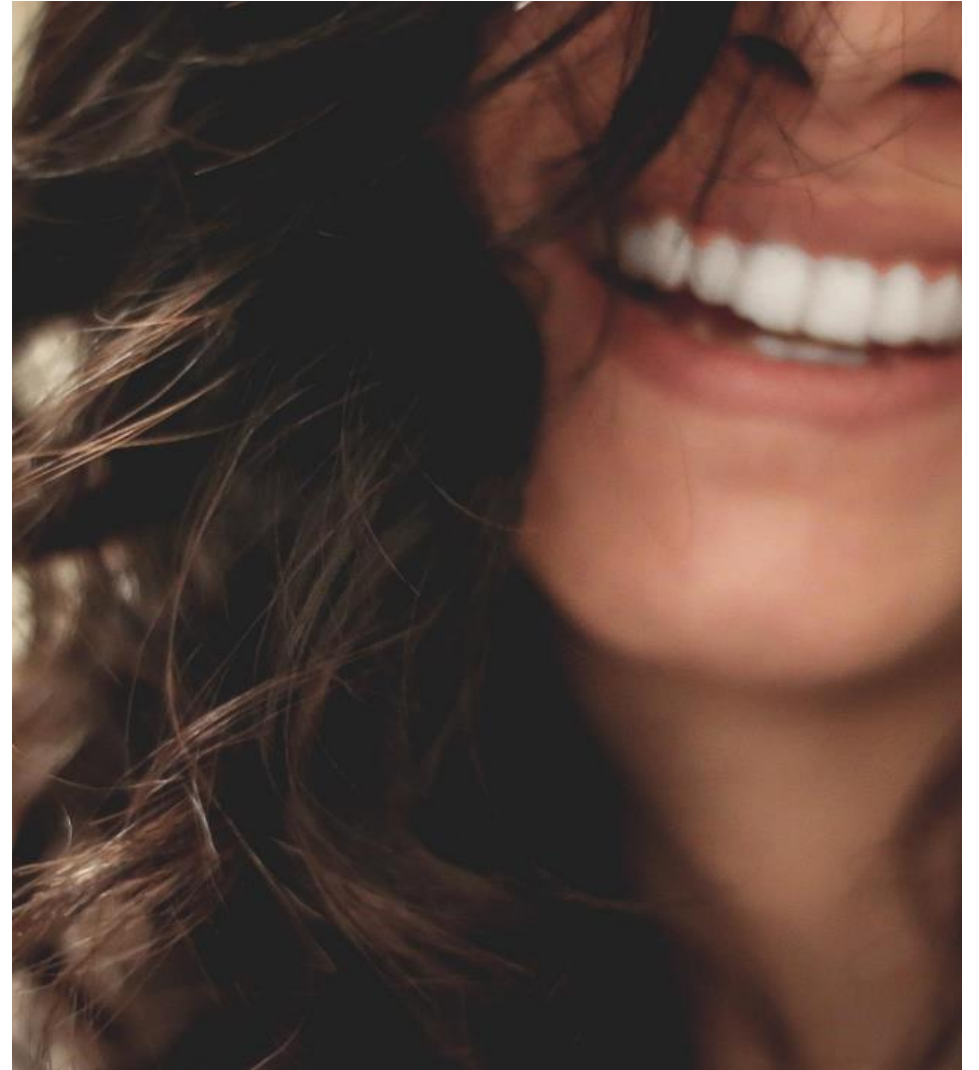


TALK, TALK, TALK



**EXPAND BEYOND THE PILOT STORES OR
MARKETS**

ANCHOR
YOUR
EMOTIONAL
INTENTION



- **DATA**
- **URGENCY**
- **CEO VISION**
- **VISION**
- **COALITION**
- **MAP YOUR CX**
- JOURNEY**
- **EMOTIONAL**
- INTENTION**
- **KPI & HR PRACTICE**
- **PILOT APPROACH**
- **EMOTIONAL**
- SIGNATURE**



**THANK
YOU**

 CHRISTOPHE.CAIS@CXG-HUB.COM

 [@CHRISTOPHECAIS](https://twitter.com/CHRISTOPHECAIS)

 [CHRISTOPHE CAIS](https://www.linkedin.com/in/CHRISTOPHE CAIS)

 CHRISTOPHECAIS.COM