

A man in a light blue blazer and white shirt is smiling while looking at his smartphone. He is sitting on a stool in an outdoor setting, possibly a cafe or event space. In the background, there are other people, a white car, and a building with the word 'APPLIAN' visible. The scene is bright and lively.

# VALUE DRIVEN CX STRATEGIES

January 23, 2024

Mark Levy, DCX

**CX/UX Leadership Forum**

*Next Generation Customer Experience*

# WE ALL FACE CUSTOMER-IMPACTING ISSUES DAILY

And we have the power to turn  
these into positive experiences.





# OUR ONE JOB

is to ensure customers feel they are getting value from every interaction.

# RISING EXPECTATIONS

Customers want more personalization,  
convenience, and delight.

Exceeding expectations builds fierce loyalty.



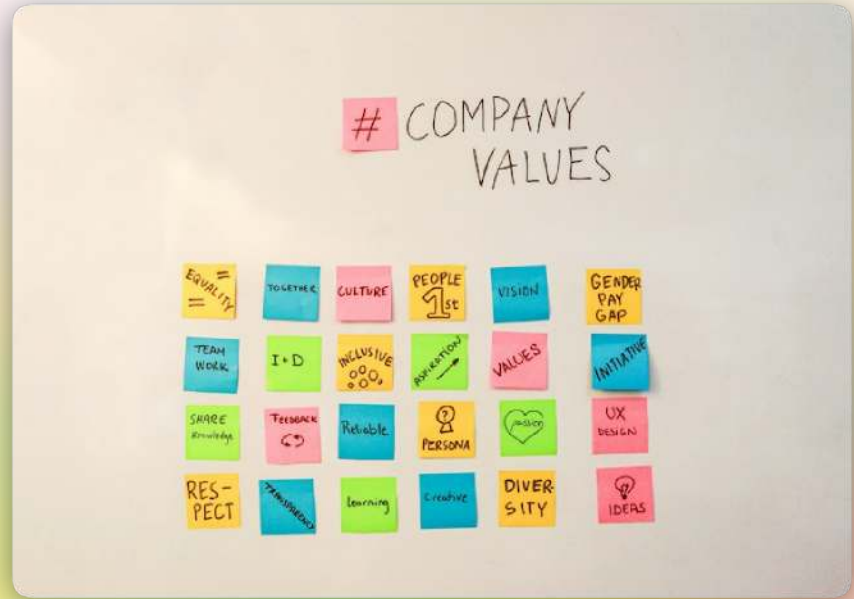
# NOSTALGIA

Tap into nostalgia by evoking comforting, familiar feelings to transport customers back to simpler times.



# RADICAL TRANSPARENCY

Be open and honest about everything you do so customers trust and respect you more.



# RESPONSIVENESS AND RELIABILITY

Speed, simplicity, consistency.  
Sweat the small stuff to  
become known for  
dependability



A person is shown from the chest up, wearing a black VR headset. They are holding the sides of the headset with both hands. The background is a blurred crowd of people, all bathed in a deep blue light. The overall mood is futuristic and immersive.

# FUTURE OF CX:

AI efficiency with human touch to create tailored, effortless experiences.



# CRAFT A LIFESTYLE. DON'T JUST SELL PRODUCTS.

Weave your brand into customer lifestyles through integrated experiences.



# FOSTER CONNECTIONS

Facilitate meaningful interactions that give customers a sense of community and belonging.



# OUT-INNOVATE INERTIA

Refuse to become paralyzed by tried and true.

Eliminate friction points and revolutionize experiences.



# STORYTELLING MASTERY

Invest in compelling stories that showcase empathy and build legendary loyalty.



# PERSONALIZED SERVICE

Make customers feel special through small personalized touches tailored just for them.



# SUPPORT LOCAL COMMUNITIES

Spotlight values by engaging locally. Build relationships,  
not just sales.



# CONTINUOUS LEARNING

Stay updated through blogs, events, books and networking with fellow CX enthusiasts.

Free Resources List - [tinyurl.com/dcxargyle](https://tinyurl.com/dcxargyle)



# KEY TAKEAWAYS

Customers want more personalization,  
convenience, delight

Tap into nostalgia and  
transparency to build loyalty

Be responsive and reliable -  
speed + consistency matter

Blend AI and human touch for  
effortless experiences

Craft lifestyles and foster connections beyond  
transactions

Revolutionize through  
innovation; don't just make  
tweaks

Support communities  
locally to spotlight value

Compelling stories and personalization create  
magic moments



THANK YOU

[digitalcx.substack.com](https://digitalcx.substack.com)

