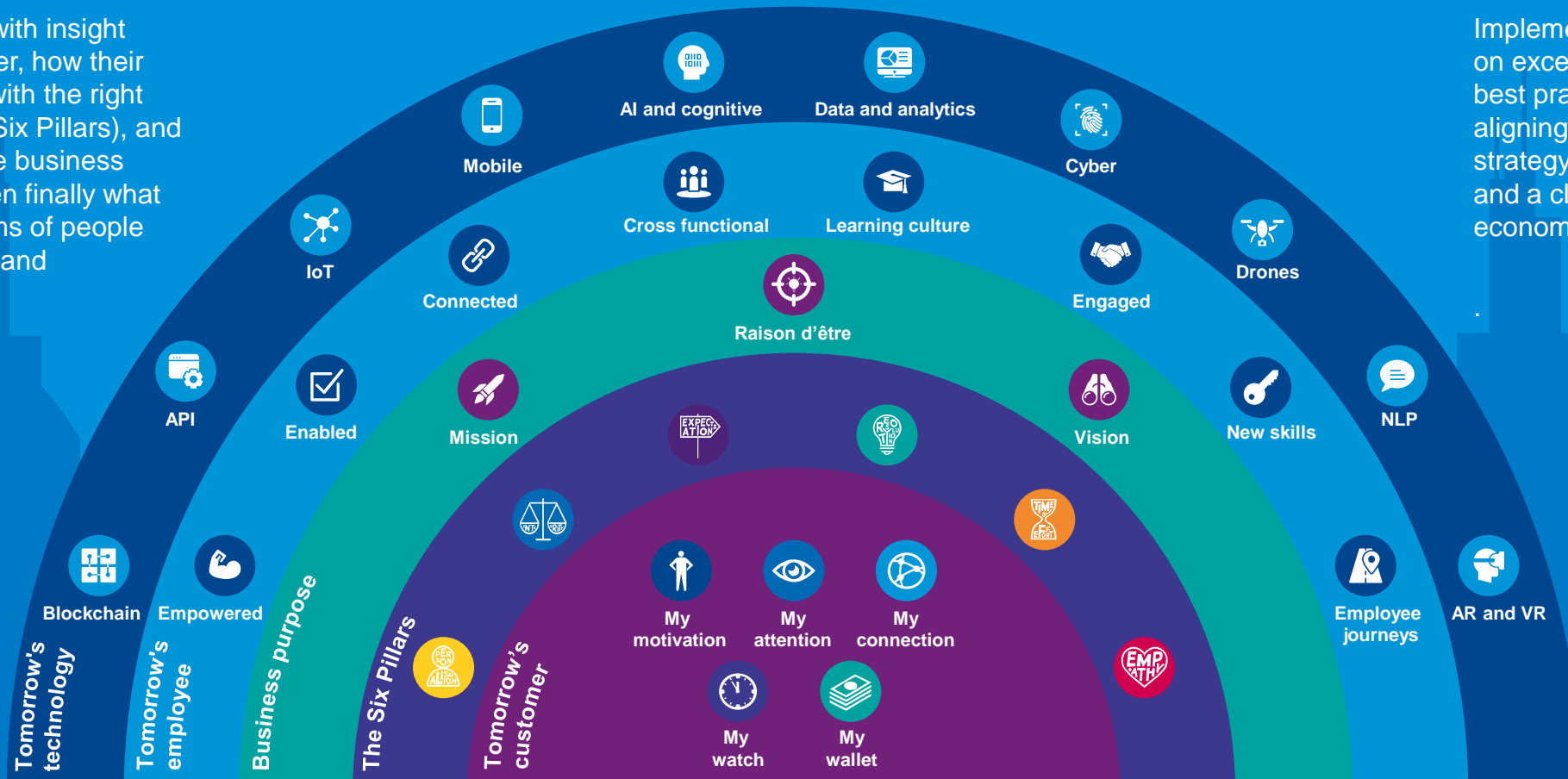


# Creating tomorrow's experience today

The strategy start with insight about the consumer, how their needs will be met with the right CX (we call it The Six Pillars), and how these bring the business purpose to life. Then finally what this requires in terms of people skills and behavior and technology.

Implementation requires a focus on excellence, the adoption of best practice, engagement, aligning colleagues behind the strategy, meticulous execution and a clear focus on the resulting economics.



Excellence

Engagement

Economics

Execution