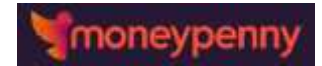


Imagining CX in 2025 and Beyond

Nerys Corfield



2015 -



CUSTOMER
EXPERIENCE

OPERATIONAL
EXPERIENCE

EMPLOYEE
EXPERIENCE







- Analyse
- Anticipate
- Accelerate
- Automate
 - Agentic AI

CDO
Digital
Team

CTO
Tech Team

Customer

CMO
Marketing

CI/CD
Analysts

COO
Operations

Advisors



Consistently Very Good

**Consistently
Acceptable**

**Consistently
Reasonable**

Insight

**Experience Goals and
Measures**

Insight

**Customer
Expectations**

**Employee
Expectations**

**Operational
Expectations**

Insight

What is stopping you?



Thank you