Clicking and Sticking: How Digital Leaders are Transforming Customer Experience in an Era of Uncertainty

Participating in a TechPros. Thought Leadership interview

TechPros.io facilitates industry learning for senior executives across the business and technology space. We do this through the production of rich industry content, combining desk research with first hand experiences and opinions from dozens of pre-selected contributors who participate in 30 minute interviews. Interviewees find the experience intellectually stimulating and are curious to find out how their peer group is tackling similar challenges.

Book your interview here

Participation does not cost anything other than 30 minutes of your time. We will arrange the call over the phone and send you a calendar invite. If you want to discuss your interview with **TechPros.io** before participating, please email **interview@techpros.io** with the theme you have been invited to interview for and a number to call you on.

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According to Gartner, "Successful projects for optimizing the customer experience typically achieve revenue growth of 5 to 10 percent and cost reductions of 15 to 25 percent within just two or three years". However, every sector and organization faces unique drivers and challenges. Delivering the best customer experience depends on effective systems and processes, both in terms of understanding customers and delivering the levels of service, privacy and data security they expect. Organizations want to be able to analyze customer data to deliver increasingly compelling, personalized services and experiences to customers. Improving the online customer experience and building loyalty is not a tick-box task, but something that must be done continually if an organization wants to remain competitive. That requires a culture (and supporting systems) that eases your ability to innovate and be agile.

Background reading to set some context for the interview
McKinsey & Company: Perspectives on Personalization @ Scale-Volume 2: The next frontier
KuppingerCole CIAM Leadership Compass
McKinsey & Company: COVID-19: Implications for business
Gartner: Maximize the Impact of Personalization

An eBook will be published in the Autumn of 2020 which will reveal the findings and offer insight into successful customer experience transformation.

Sponsor: **Akamai**   Facilitator: **TechPros.io**