

16 June 2020 | Free Online Event



Experience Design

BONUS WEBINAR - APAC

[ON DEMAND] A GUIDE TO ASIA-PACIFIC'S KEY CX TRENDS, CHALLENGES AND OPPORTUNITIES

As part of CX Networks: Global State of CX Day, this webinar examines how customer experience practitioners within Asia-Pacific (APAC) are responding to the evolving environment their brands exist in. Watch on-demand now for insights from CX innovators in the region and how they are removing areas of friction in the buying journey and delighting customers.

- Why the geographic context of customers could unlock a competitive edge for your company
- The current customer experience strategy trends witnessed in APAC
- Trends and shifts in customer behaviors and mindsets observed by CX experts
- CX investments and opportunities in the region

Chanice Henry, Editor-in-Chief, **CX Network**

Ben Watts, Managing Editor, **IQPC Digital**

TUESDAY 16 JUNE 2020

09:00 ET DESIGNING IMMERSIVE DIGITAL STORIES AT COCA COLA

As designers, we are currently faced with the challenge of bringing our skillset to the physical world. In this session, discover techniques and resources when it comes to prototyping an immersive experience.

- Differentiate between designing a digital interface and a spatial interface
- Tell an immersive story for an experience that spans across the physical and digital world
- Translate stories into an interactive prototype that can be validated with potential users or stakeholders

DOBRIAN DOBREV, UX LEAD EMEA IT, **THE COCA-COLA COMPANY**

11:00ET DESIGNING A CUSTOMER JOURNEY FOR THE ENTIRE ECOSYSTEM

Upon designing what the end-to-end journey looks like for the customers, Dell stumbled upon changes that also benefited the employee experience and therefore, gained much more from one single lift. In this session, discover how Dell introduced rigorous design thinking strategies and improved the customer journey.

- Increased intent to purchase by 40%
- Increased customers visiting website by 100%
- Increased CSAT points by 600

DEB ZELL, DIRECTOR, UX/CX/PRODUCT STRATEGY AND MARKETING, **DELL**