



**Measuring**

**Omnichannel**

**Customer**

**Experience**



It was easier then





**2007 onward...**





**At first luxury brands  
were skeptical**





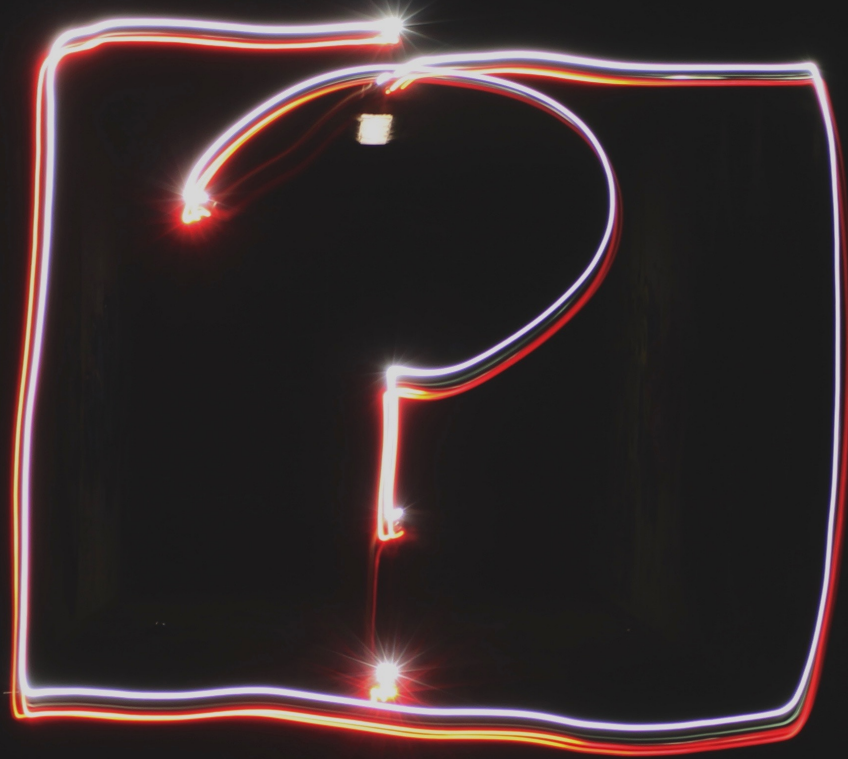
**Complexity is the norm**





**Some important**

**questions**







**30 years for that?**



# Feedback fatigue







# Finding the right tools



**Start with the  
customer**





**The playing field is  
larger than you  
think**





**Peak and end**





# Lead and lag indicators





# Dashboard madness





# Activate your data





**Teams, teams,**

**teams**





# THANK YOU

## Any questions?

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