

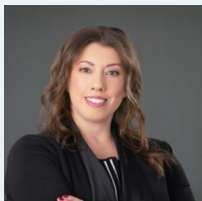


## HFS HORIZONS SUMMIT

NEW YORK CITY • MAY 16 – 17, 2023

HFS

# It's All About Experience in the Autonomous World



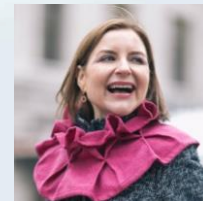
**Melissa O'Brien**  
Executive Research  
Leader  
HFS Research



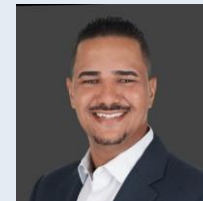
**Fiona Blades**  
President and Chief  
Experience Officer  
MESH Experience



**Maureen Doyle-Spare**  
General Manager BFSI  
UST



**Margaret Molloy**  
Global Chief  
Marketing Officer  
Siegel+Gale



**Mike Small**  
President –  
North America  
Akkodis

# Impact of the autonomous enterprise on experience

The goal of an autonomous enterprise is to allow humans to remove themselves from some parts of the system to continuously improve the whole ecosystem.

What impact will the rise of autonomous enterprises have on customer, employee, and partner experiences?

## Poll results

69%

**Significant impact.** The improvements to processes and data will elevate experiences across all types of stakeholders.

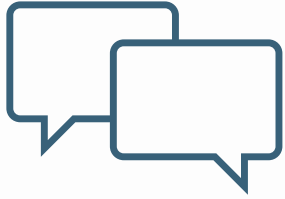
31%

**Some impact.** Processes must be carefully designed so that humans are in the right loops.

0%

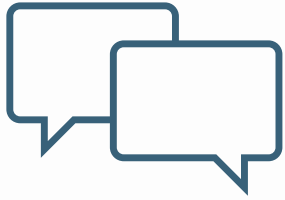
**Very little impact.** It is primarily cost and efficiency focused, with limited impact on experience.

Source: HFS Horizons Summit—New York City, 2023



## Question 1

What steps can leaders take to make their businesses more autonomous for improved experience?

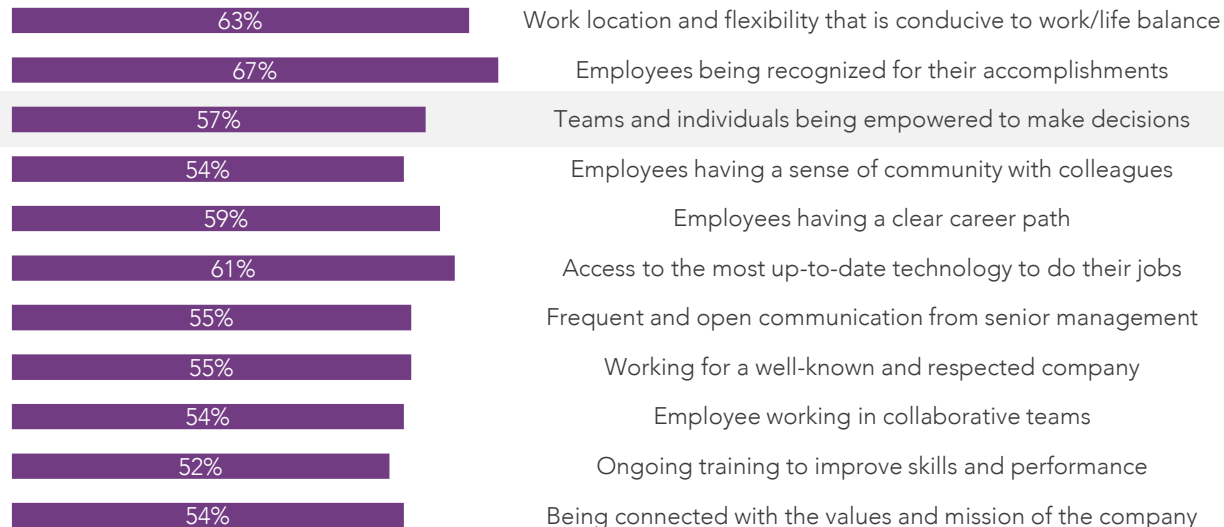


## Question 2

How can you develop a holistic experience strategy where employee, customer, and partner experiences align to create value?

# From experience to empowerment: The EX disconnect

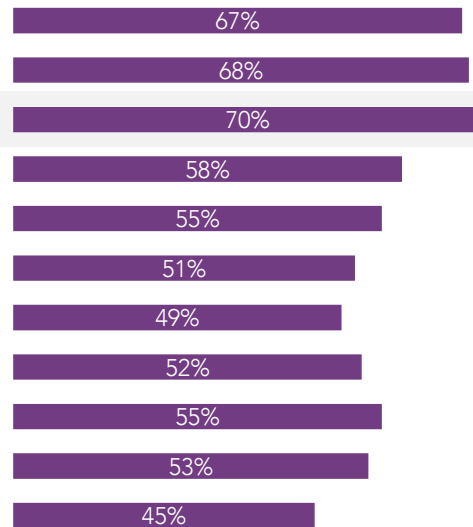
In your recent experience, how important are the following factors in motivating your employees to perform at work?



Employer  
(n=668)

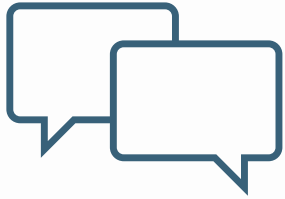
■ Highly motivating

How important are the following factors in motivating you to perform at work?



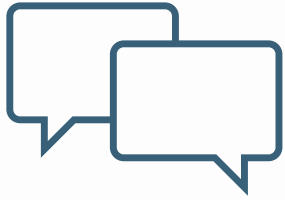
Employee  
(n=1,333)

Percentage of employers and employees reporting a factor is highly motivating  
Source: HFS Research, 2023



### Question 3

What are some practical ways companies can measure and benchmark the impact of their experience investments?



#### Question 4

What are some of the loops humans need to get out of?  
Which are still critical for human-focused experience?