

X TAKES ALL: EXPERIENCES ARE THE NEW OUTCOMES



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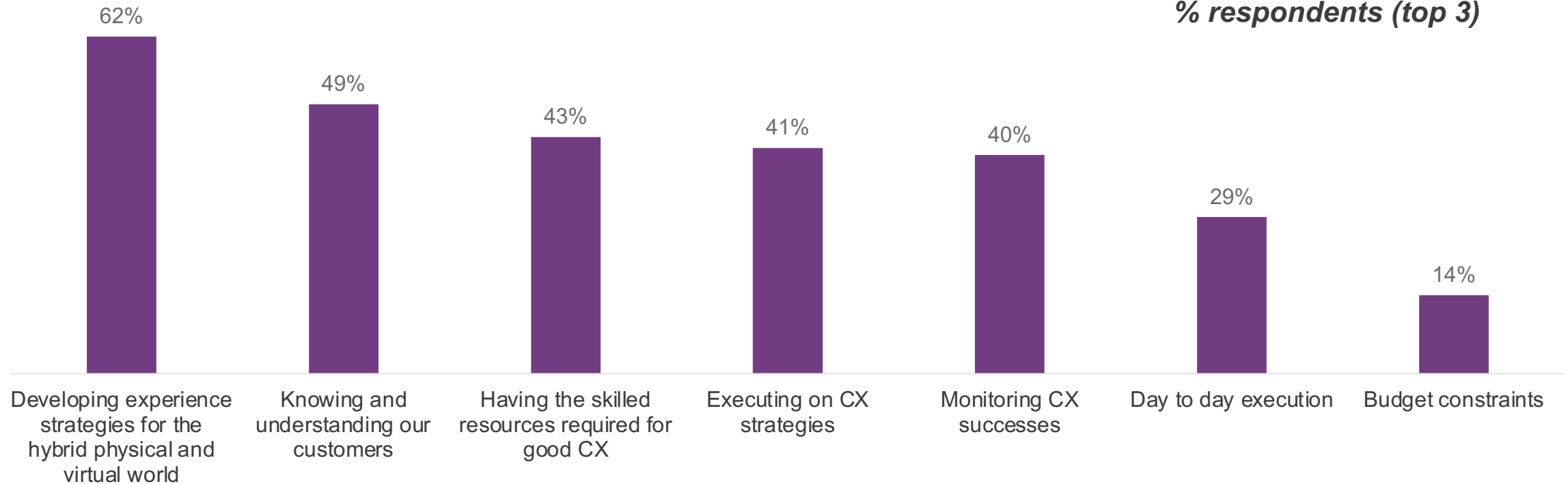
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#HFSSuperSummit

Experience strategy is leadership's greatest challenge in a hybrid world

*Which of the following has become most challenging in today's environment?
% respondents (top 3)*



Sample: 300 CX decision makers
Source: HFS Research, 2022

Creating digital solutions for customers and employees is mission critical to differentiate

*Which of the following are most important to driving brand differentiation with CX?
% respondents (Rank 1)*



Sample: 300 CX decision makers
Source: HFS Research, 2022

What kind of leadership roles are ambitious companies creating?

Chief Executive Officer

Long-term infinite mindset
Strategy to drive profit with a purpose
Forcing the change that is needed
Balancing the desires of the stakeholder mix
Collaborative innovative culture
ESG mandate

Chief Partner Experience Officer

Supply chain partners
Industry partners
Cross-industry partners
Technology & Business Service Partners
Hyperscaler Partners

Chief Transformation Officer

IT and Business Operations
End-to-end process ownership
Data & decisions
Cybersecurity
Enabling technologies (automation, AI, blockchain, 5G, and others)

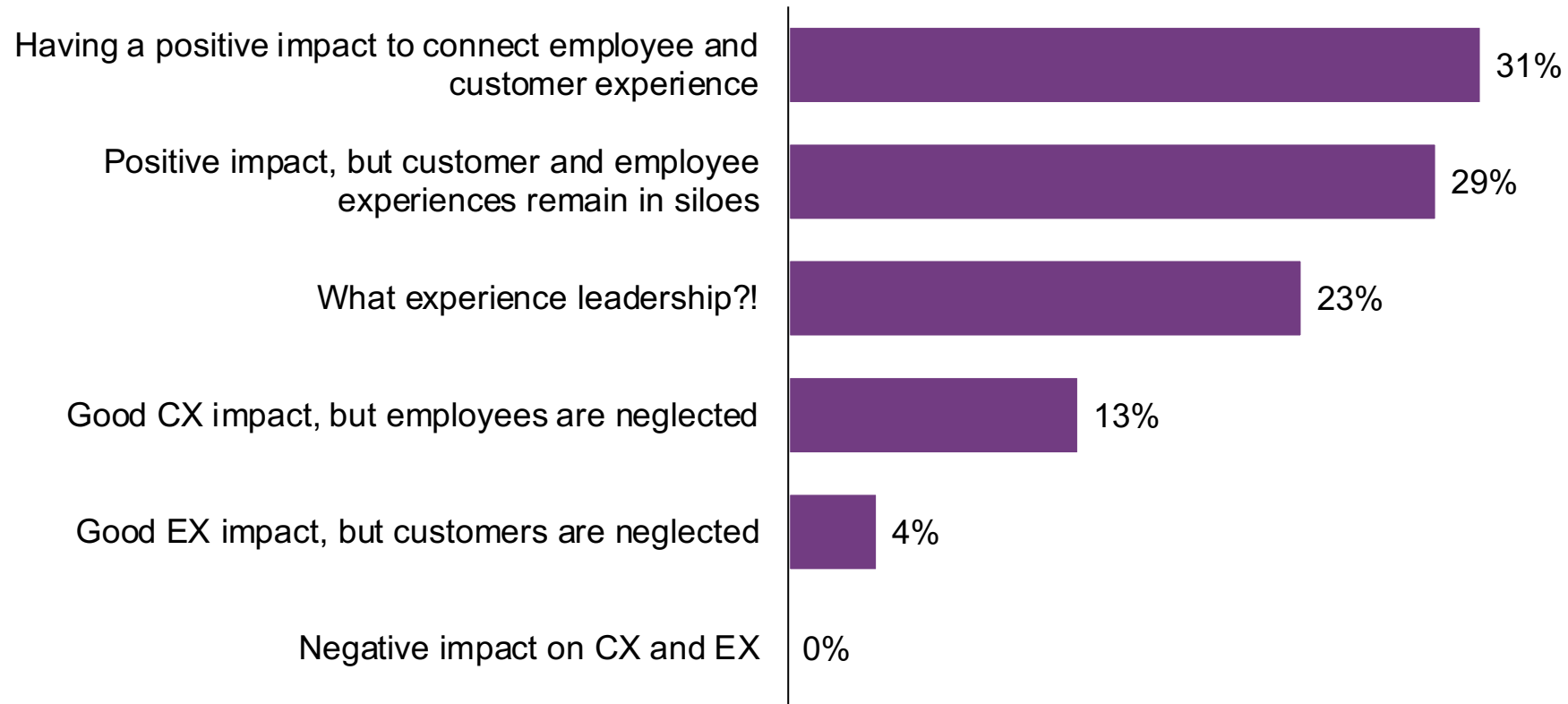
Chief Customer Experience Officer

Anticipate customer needs
CX Design and Delivery
Digital + Physical engagement
Mindshare growth (marketing)
Wallet-share growth (sales)

Chief Employee Experience Officer

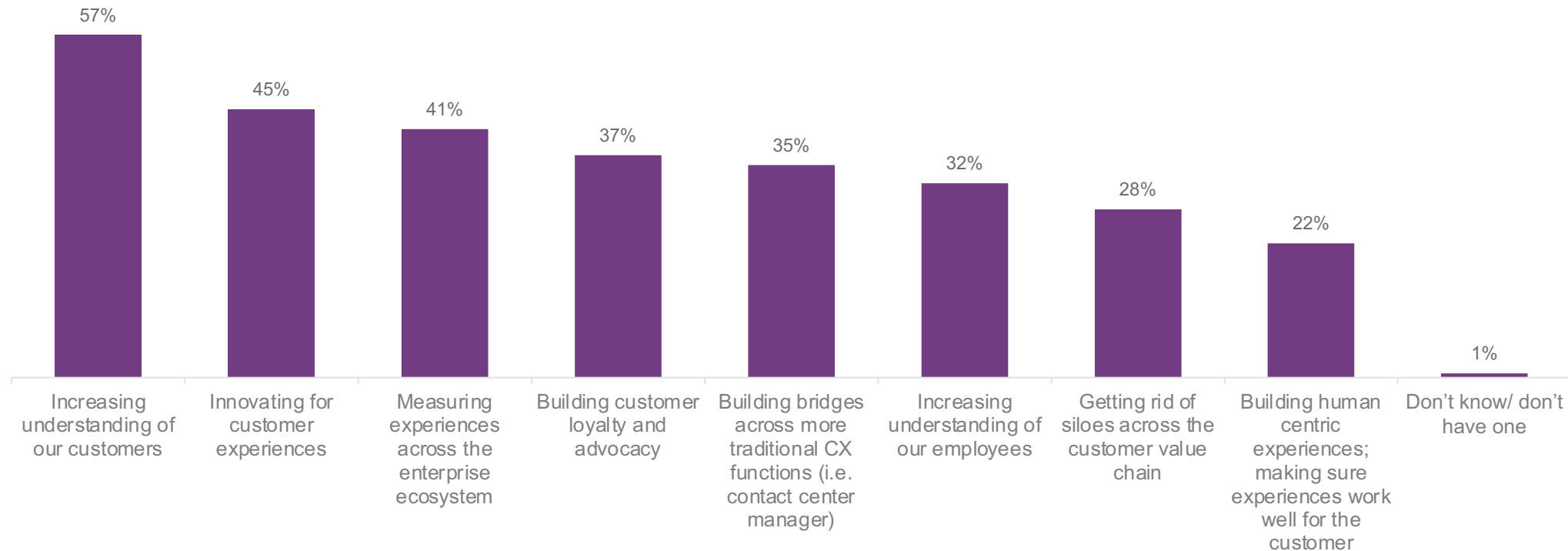
OneOffice skills
Digitally Fluent Workforce
Drive organizational values
Organizational change management
Alternative talent models
Internal stakeholder alignment

Audience poll: What impact is your experience-focused leadership having at your org?



How does the role of the CXO fit into the modern enterprise?

What should be the primary imperatives of the Chief Experience Officer in today's enterprise?



Sample: 300 CX decision makers
Source: HFS Research, 2022

About HFS

Insight. Inspiration. Impact.



HFS is a unique analyst organization that combines deep visionary expertise with rapid demand side analysis of the Global 2000. Its outlook for the future is admired across the global technology and business operations industries. Its analysts are respected for their no-nonsense insights based on demand side data and engagements with industry practitioners.

HFS Research introduced the world to terms such as "RPA" (Robotic Process Automation) in 2012 and more recently, the HFS OneOffice™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation, Artificial Intelligence, Blockchain, Internet of Things, Digital Business Models and Smart Analytics.

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