



# The Business Case for CX

Lisa-Maria Alexander

## ½ Day Workshop

- This workshop will prepare CEOs and Senior Leaders to lead their teams in the alignment of Customer Experience (CX) with Business Outcomes.
- Participants will gain an understanding of their role in Customer Experience (CX) strategies and an appreciation of the value of delivering an outstanding customer experience.
- This Workshop will also provide CEOs and Senior Leaders with a self - assessment of their organization's customer-centricity, and the gaps that need to be considered in order to attain a higher degree of customer centricity.

A person wearing a white button-down shirt is shown from the chest down, pointing their right index finger towards the right side of the frame. The background is a blurred office setting.

# Overview

CAB - CEO Forum



# Learning Outcomes

The workshop will adopt an interactive discussion, presentation and self-assessment learning format.

This Training will focus on building:

- **MINDSETS:** leadership buy-in for customer-centric strategy and shared vision.
- **SKILLSETS:** Identifying core customer centric competencies required for success.
- **OUTCOMES** – A high-level road map to build a sustainable competitive advantage with CX.



# The CEO Playbook

Key Concepts:

# Playbook

Building Customer Experience Capabilities

## Understanding the Foundation

- ❑ **Play 1:** Understanding the Current State of Customer-Centricity in your Organization
- ❑ **Play 2:** Understanding your Customer-Centric Capabilities
- ❑ **Play 3:** Creating a Customer-Centric Culture

## The Business of Customer Experience

- ❑ **Play 4:** Aligning CX initiatives with Business Outcomes - Link to Value
- ❑ **Play 5:** Building a Sustainable Competitive Advantage: Aligning CX with EX (Employee Experience/Engagement)
- ❑ **Play 6:** The CX Dividend™ : Understanding Innovation and Best Practices from Customer-Centric Leaders

# Benefits for Participants

- Easy Self-Assessment for CX Maturity
- Interactive Experience Exchange
- Overview of Key Concepts
- A CEO's Playbook Approach
- Practical Insights from a Practitioner.
- Global Research and Best Practices Examples





# Lisa-Maria Alexander CEO & Chief Strategist

📞 +18687300028

✉️ [TheLXperience@outlook.com](mailto:TheLXperience@outlook.com)

🌐 [www.thelxperience.com](http://www.thelxperience.com)

🔗 LinkedIn



# BIO – Lisa-Maria Alexander

## Facilitator

- Lisa-Maria Alexander is **CEO/Chief Strategist of The Leadership Xperience** a Customer-Centric Operating Model and Strategic Transformation Consultancy that she founded in April 2022, after more than two (2) decades of professional experience in the Financial Services Sector.
- Lisa-Maria brings to audiences, a unique diversity of professional skills - she is a Female C-suite Executive, Former Licensed Stockbroker, Marketeer, Organizational Strategist, Behavioral Coach Certified, and an experienced Facilitator and Public Speaker. Her areas of expertise include Customer Experience Management, Strategy Development & Implementation, Market Planning, Relationship Marketing, Internal Branding, and Performance Management.
- Lisa-Maria has more than a decade of experience in leading Marketing Strategy, Customer Journey Management, Communication and Public Relations, as well as Product Development and more recently, Sales Management within the Financial Sector in Trinidad and Tobago and Regionally. Lisa-Maria's accomplishments over the last decade also include Brand Building and Reputation Management, Brand Architecture, as well Customer Experience Design for a leading Regional Brand.
- Lisa-Maria holds a BSc.in Industrial Management and a Masters in Management Studies - Advanced Marketing, as well as having attained a Behavioral Coach designation in 2019 and an Executive Certificate in Organizational Design in the same year.