

# CX Under Pressure

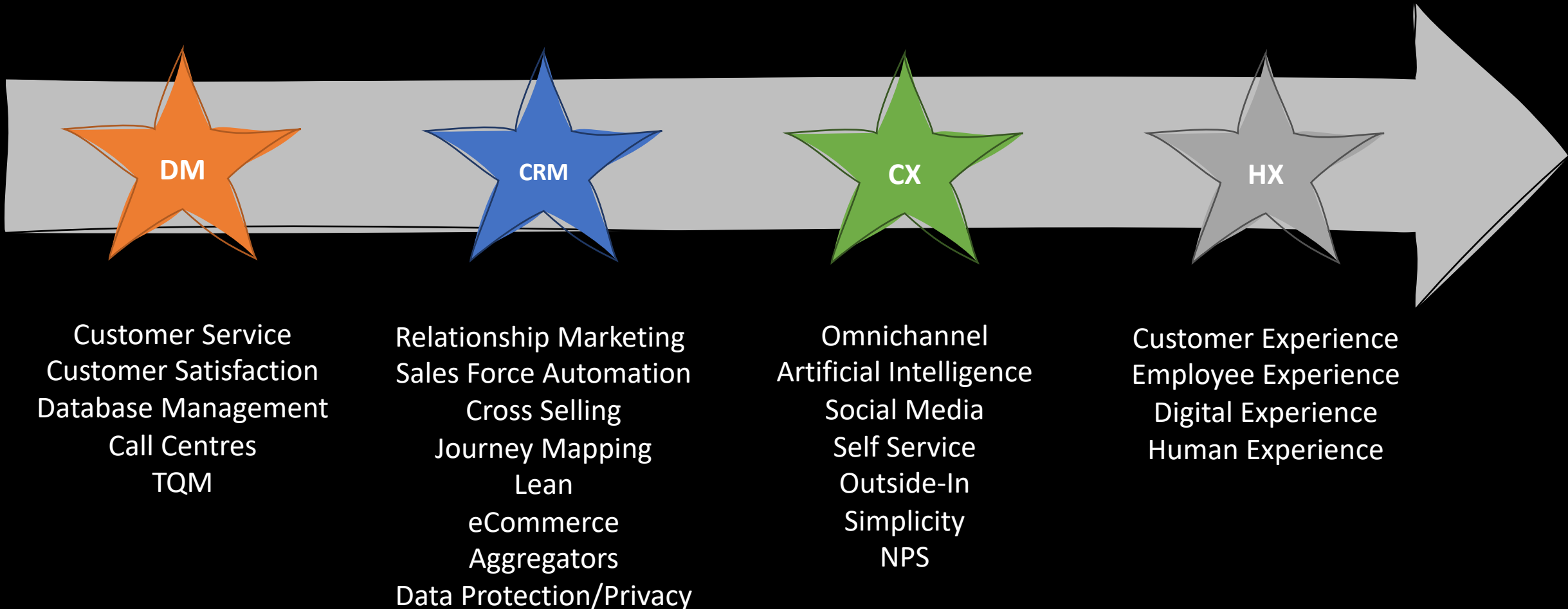
The inevitable future of Customer Experience





**What is CX?**

# The evolution of CX





**HOWEVER...**

A wooden signpost stands against a bright blue sky with wispy white clouds. The signpost is a simple vertical wooden post. Two wooden arrows are attached to the post, pointing in opposite directions. The arrow on the left points to the left and has the word "BACKWARD" written on it in large, bold, black, sans-serif capital letters. The arrow on the right points to the right and has the word "FORWARD" written on it in the same style. The wooden signpost and arrows have a light, natural wood grain texture.

**BACKWARD**

**FORWARD**

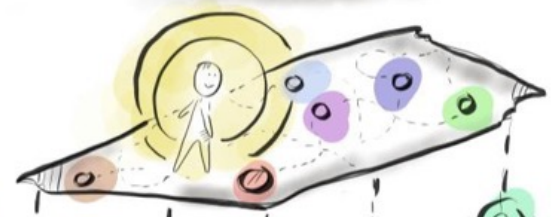
ARROGANCE

*Ignorance*

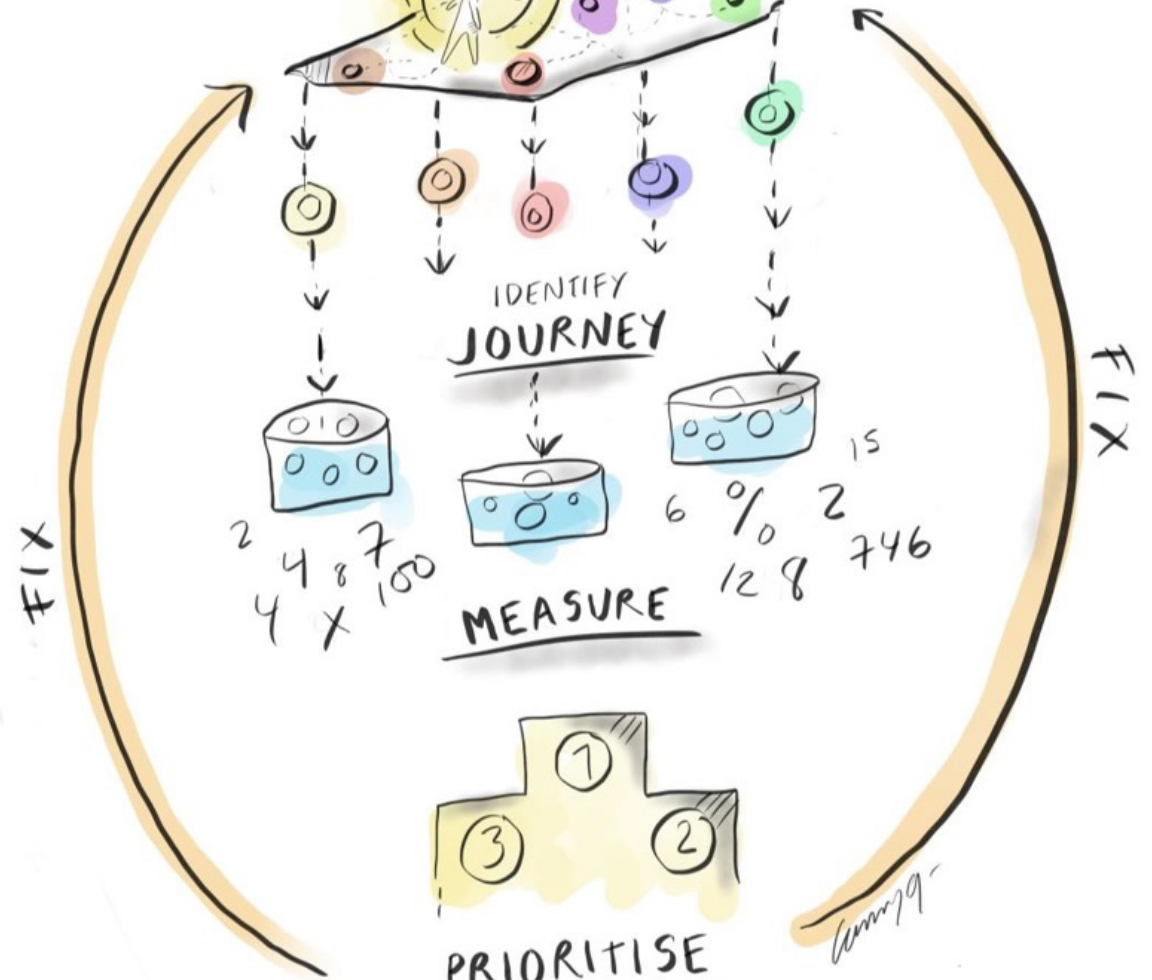
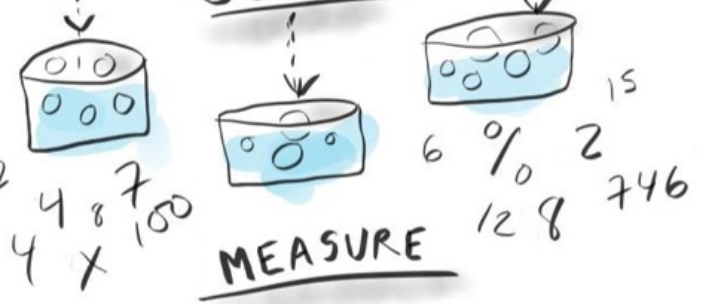
A P A T H Y



IDENTIFY  
CUSTOMER

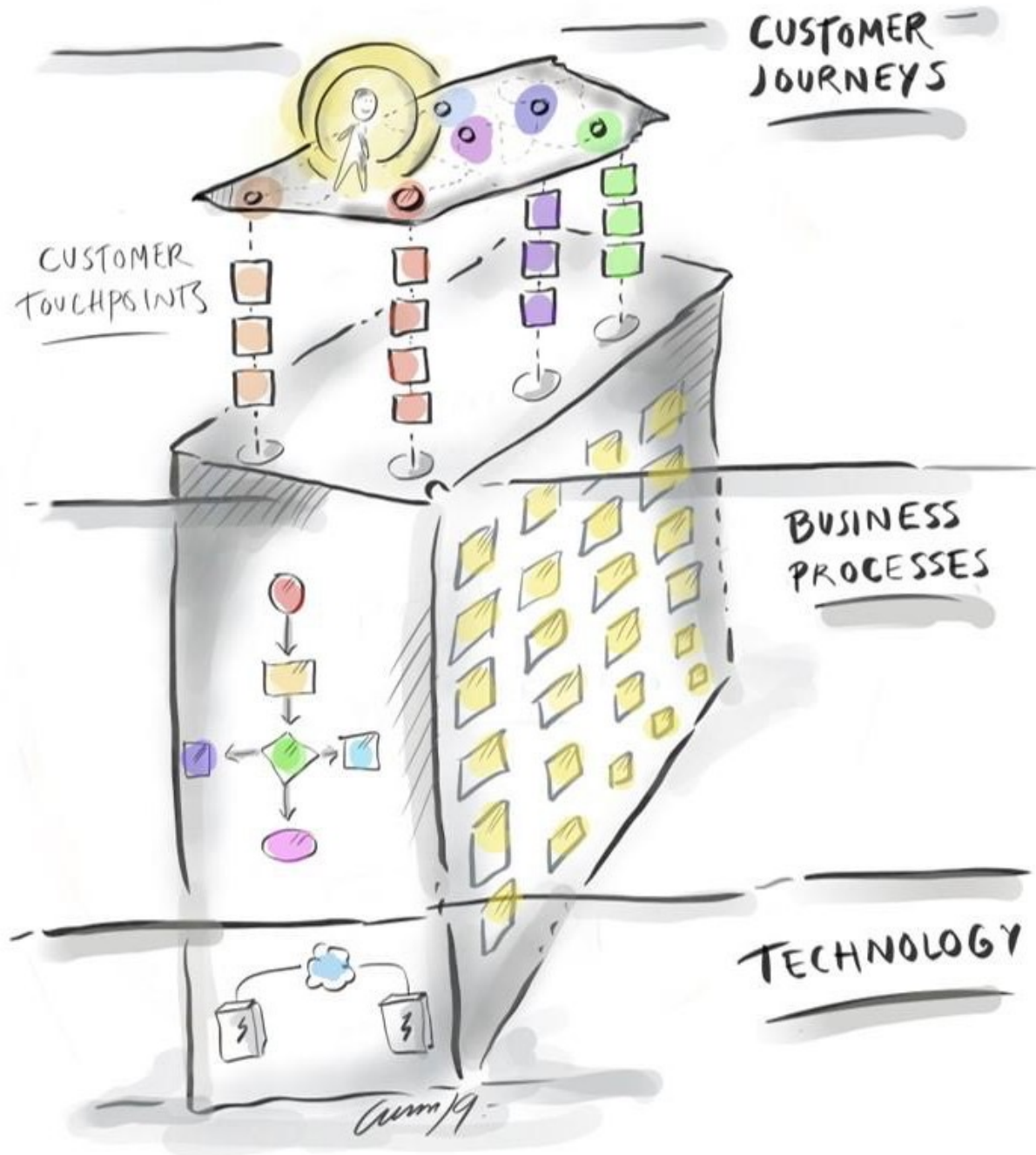


IDENTIFY  
JOURNEY



Fundamental CX competencies are NOT being adopted in an effective way





**Experiences led by technology or  
technology led by experiences?**

**What needs  
to happen?**

NO



Continuing  
Education







# Thank You

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