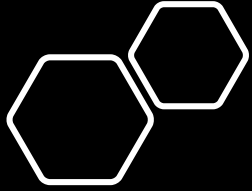


A young girl with dark, curly hair is laughing joyfully outdoors. She is wearing a white, ruffled top. Her mouth is wide open, showing her teeth, and her eyes are squinted in happiness. The background is a soft-focus green and white, suggesting a natural setting like a garden or park. A large, semi-transparent white circle is overlaid on the right side of the image, containing the text.

**Customer  
Experience  
Decoded**

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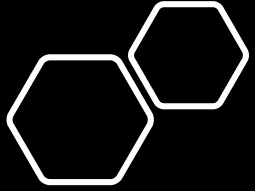


# Purpose

A common understanding of what **CX** is and why is fundamental for every organization

# What CX is not

- It's not soft and fluffy
- It's not customer service
- It's not usability



# The definition of CX

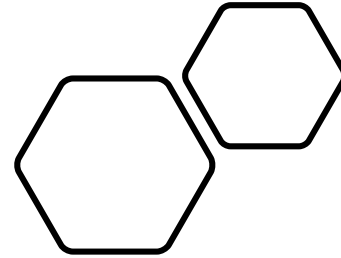
Customer Experience  
is how your Customers  
**perceive** their  
interactions with your  
Company



# Why CX is fundamental

Customer Experience goes to the heart of everything you do

Why many business  
leaders are blind to  
the importance of  
CX?



Because they  
simply don't  
know what  
actually  
means for  
their  
Organizations

# The CX pyramid

Take away!





Thank you!

Vivie Chorianopoulou