

Cracking the Code to Win on Customer Experience

Speakers:

Melissa Kivett, SVP and Chief Marketing and Customer Experience Officer, Prudential

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Key Takeaways

- **Though approaches may differ depending on the type of company (startup, established) – CX is still paramount**
- **Success in CX is not gauged internally – it's in the eye of the consumer**
- **CX is not a static touchpoint – it's important to consider the end-to-end customer journey and personalized experience**