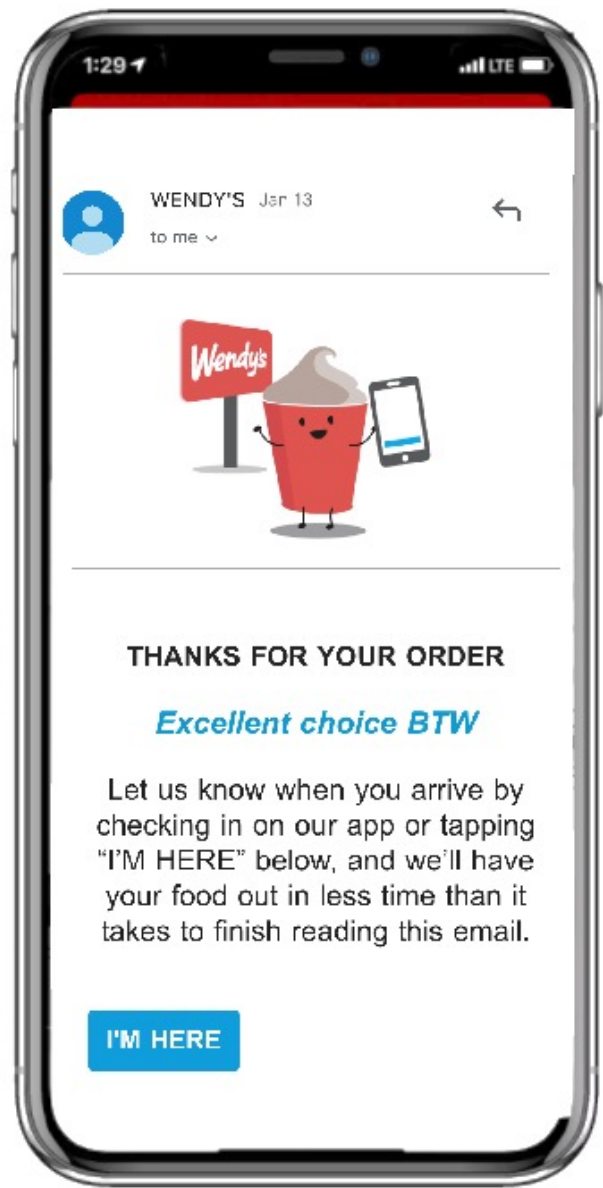
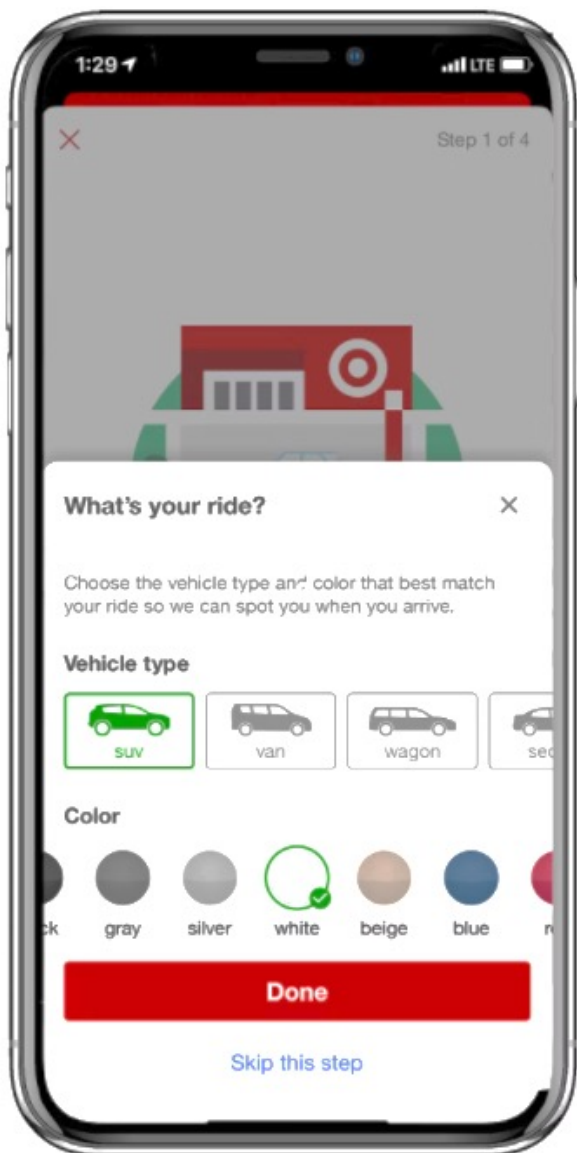
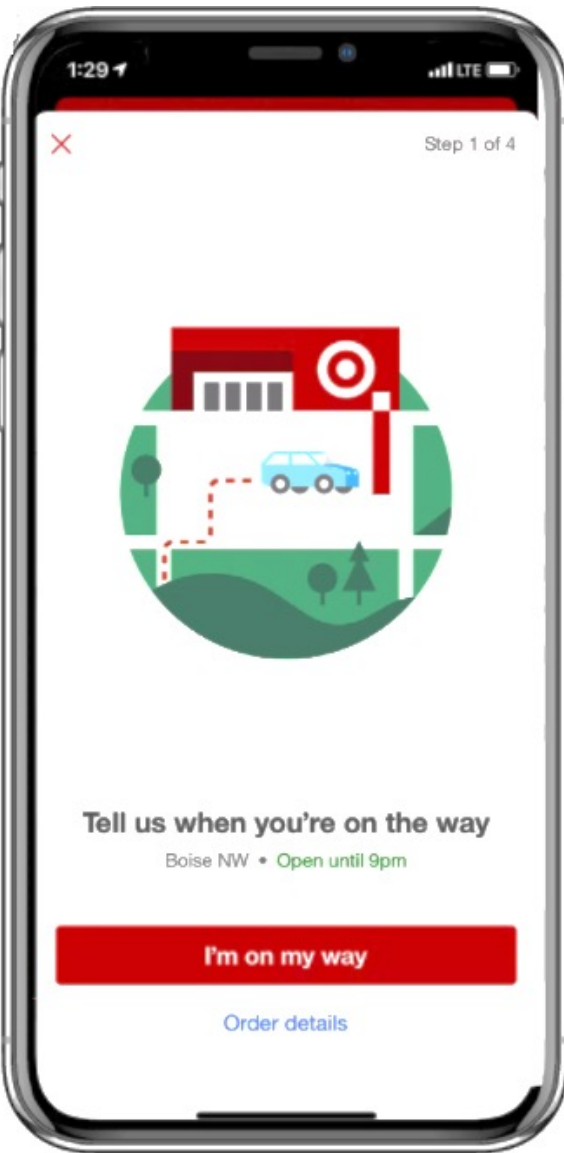




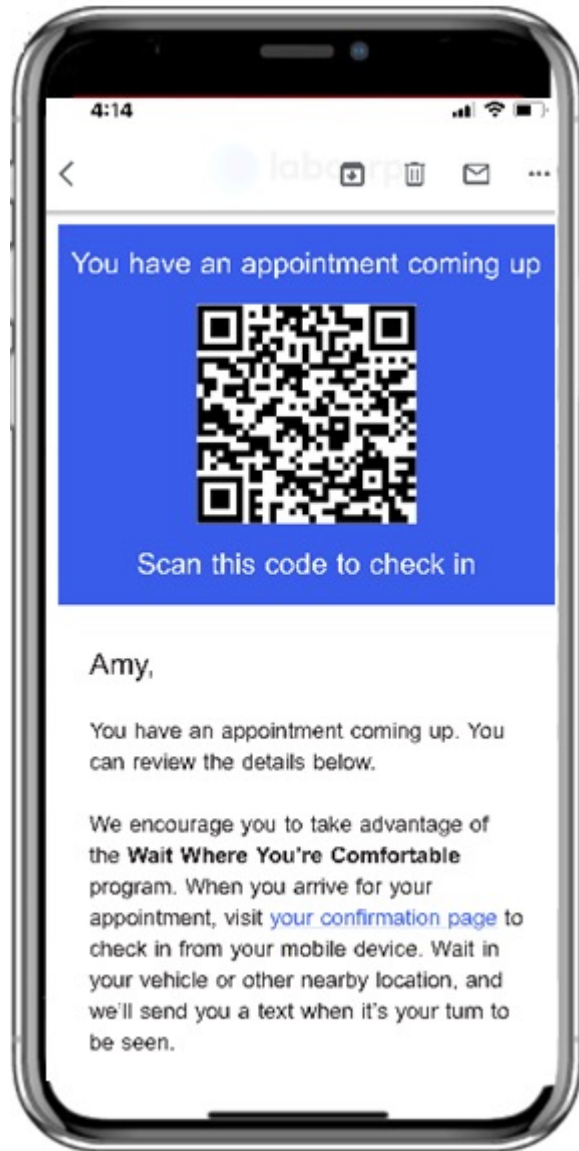
## **Digital Acceleration: How the Pandemic Forever Transformed Business and Customer Experience**

**Amy Shioji**  
**Chief Experience Officer**  
**Strategic Education**



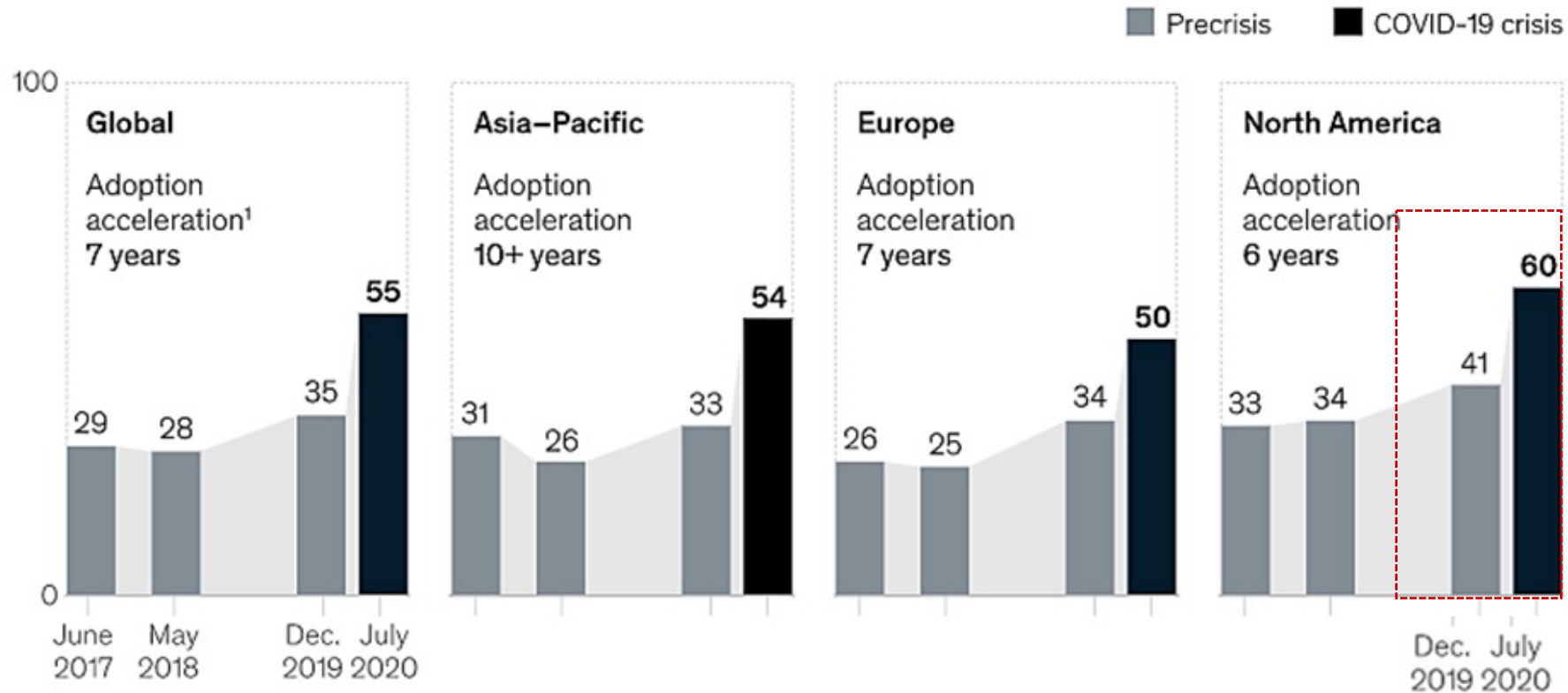






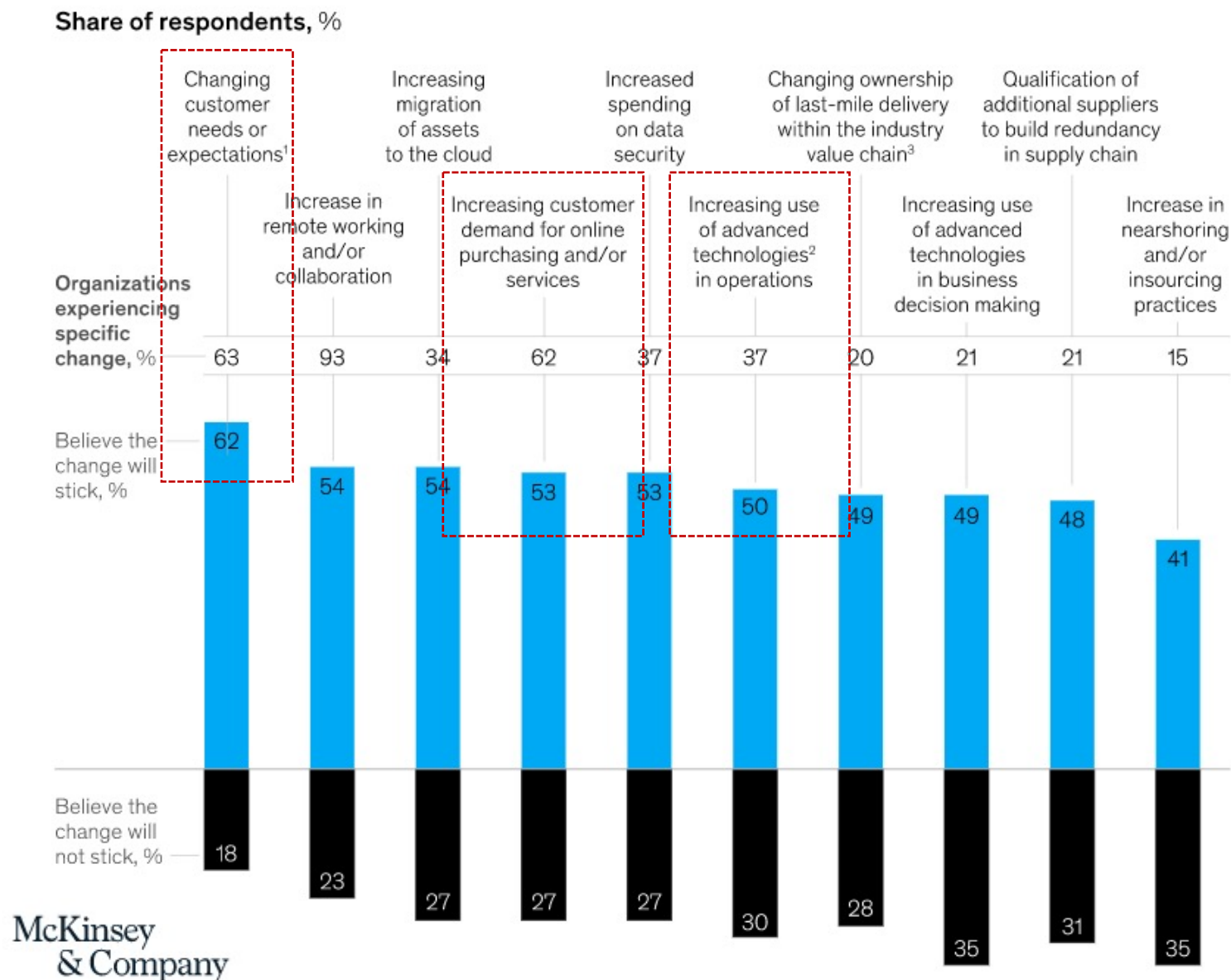
# The pandemic has accelerated the digitization of customer interactions by several years

Average share of products and/or services that are partially or fully digitized, %

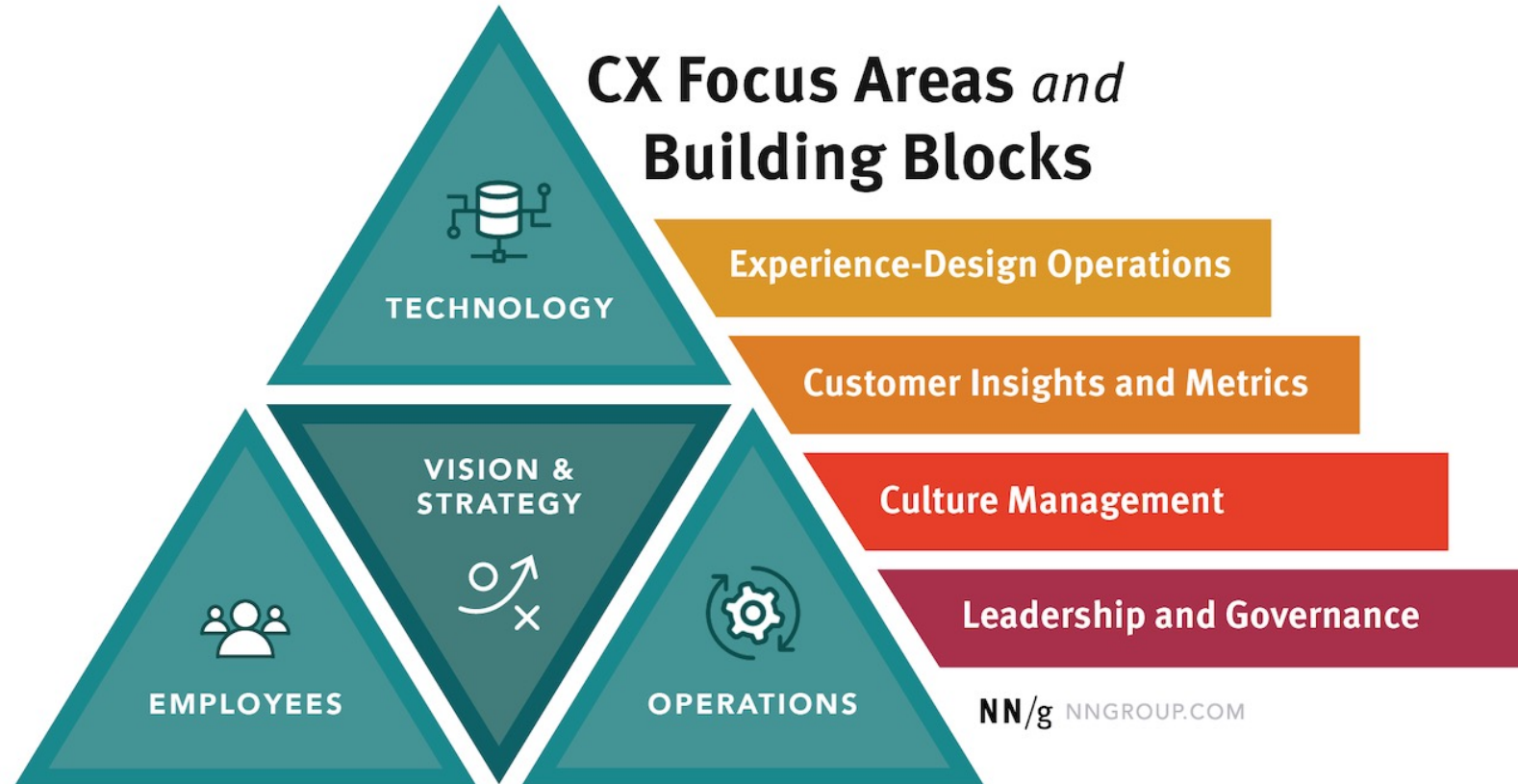


<sup>1</sup>Years ahead of the average rate of adoption from 2017 to 2019.

# Largest shifts are among most likely to stick through the recovery



# “One Company” Focus to CX



# A Holistic Framework for CX

- **Customer Vision & Strategy.** Answers who you are serving, where you are focused, and what it should feel like (aligned to brand promise).
  - Basis for three-year CX roadmap and customer promise.
  - Includes goals and measures of defined customer – not just business – success.
  - Identify KXIs of good CX at transactional, journey, and relationship levels.
- **Customer Insights.** Answers what you know about customer needs and experiences across key journey stages and customer groups.
  - Surveys, Voice of Customer solutions, journey maps, contact records
  - Addresses understanding of ease, emotion, and effectiveness (3 “Es”)
  - Includes approach to democratizing insights and tools to key stakeholder groups and decision-makers.
- **Experience Design.** Informed by strategy and insights, a holistic approach to an experience ecosystem that guides visual, process, system, and service design.
  - Includes Digital Experience Platforms (DXPs), experience design standards, service and system blueprints, and future state journey maps.
- **Governance and Culture.** Includes an Executive Sponsor and steering committee to drive prioritization, goal setting, and address roadblocks and barriers.



# DXP Solution Architecture

## The Student Journey

Every person is unique, but many aspects of the student journey are universal. Interactive journey maps can help you locate friction points, recognize opportunities for improvement, and think up solutions that make a difference to students. We're always looking for ways to improve the experiences we deliver.

### CONSIDERING EDUCATION

#### Inspirational Triggers

- Encouraged by someone
- ≡ Time pressure changes
- Job change
- Is now the right time

#### Explore Options

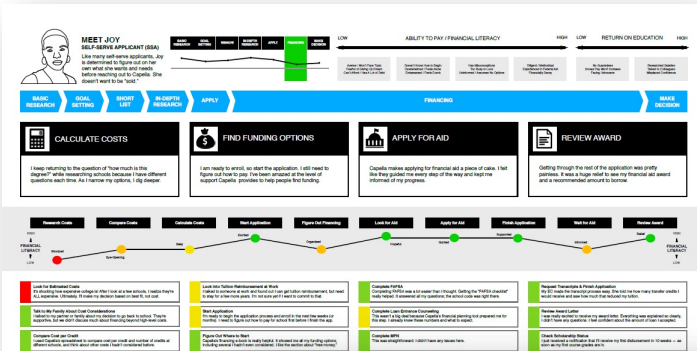
- Talk to friends + family
- ≡ Look at local schools
- Ballpark price
- ≡ Online class offerings
- ≡ Determine search criteria
- My best option

#### In-depth Research

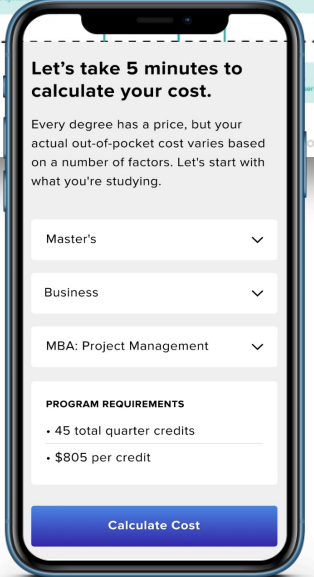
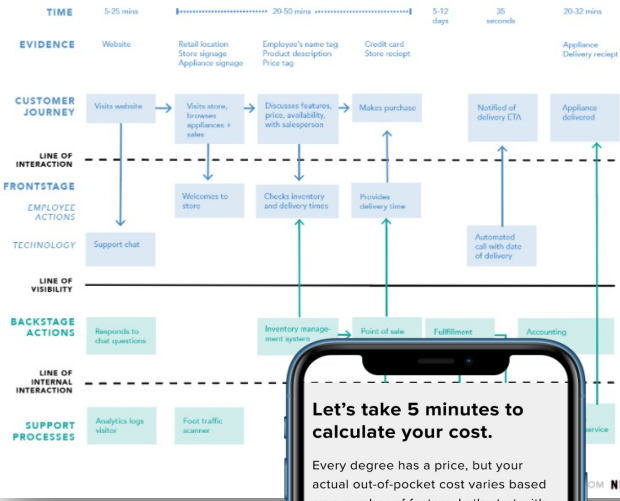
- ≡ Research courses
- My total cost
- Review degree outcomes
- Review accreditations
- ≡ Review FlexPath process
- Request information

#### Make Decision

- ≡ School performance
- Transfer credit process
- ≡ Confirm peer experiences
- Tour online classroom
- ≡ Research financial details
- Admission requirements
- Look up start dates
- Nearby campuses



#### SERVICE BLUEPRINT Example



YOUR JOB IS  
"DIGITAL  
TRANSFORM-  
ATION."



IT'S NOT JUST  
ABOUT  
DISRUPTIVE  
TECHNOLOGY.



WE NEED A  
WHOLE NEW  
WAY OF  
THINKING.



ACROSS THE  
ENTIRE  
ORGANIZATION.



TOM  
FISH  
BURNE

THIS IS ONE  
OF OUR TOP  
PRIORITIES.



WE'RE ALL  
COUNTING  
ON YOU.



SO, GOOD LUCK  
ON THIS SUMMER  
INTERNSHIP.

