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# Inside CIBC's Award-Winning Omnichannel CX Playbook

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# How to make client ambitions real…

**Every client has unique ambitions –** whether it's saving for a first home, investing in education or planning retirement

**Uncovering what matters to your clients and delivering on the moments that matter to them** is pivotal to success

# Building Blocks of our CX Maturity Journey

| *Building Blocks* | *What we achieved* |
| --- | --- |
| 1 CX Culture | Embed CX culture across the organization |
| 2 Focused efforts | Enable client-centric data driven decisions |
| 3 Building influence | Drive alignment and engagement |
| 4 Governance & Prioritization | Integrate CX in key processes and decisions |
| 5 Continuous improvements | Continue to mature your CX practices to drive results |

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# CX Culture

***How to embed a client centric culture within your DNA?***

“Ambitions Made Real”

Client Experience Strategy

Communication

Listen-Learn-Act Model

Client Experience Index

Enterprise Alignment

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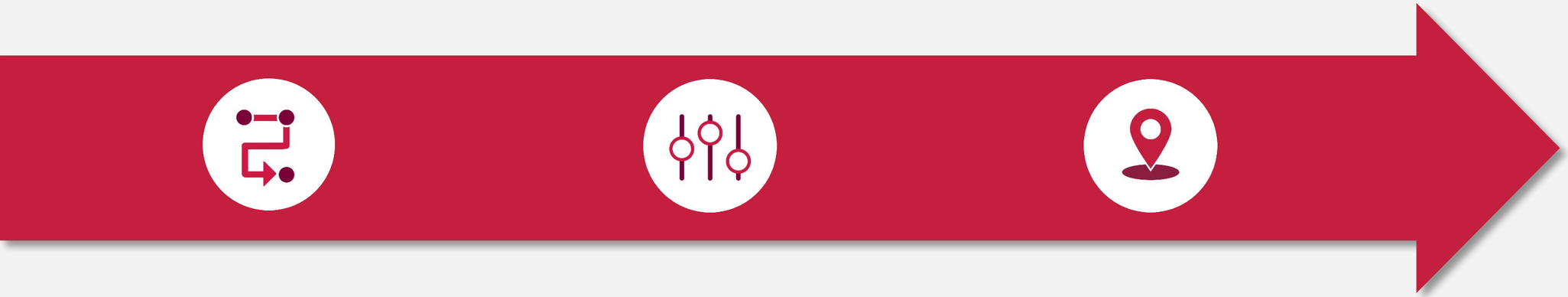
***Requires a top-down CX champion with a CX focused culture embedded at all levels***

# Focused efforts

***How do you find clarity in the noise to enable a laser focus on delivering seamless CX?***



## North Star

**Driving client centric decisions**

### Strategy & Priorities

Make Banking Easy

Improve Digital Journey

Deepen Relationships

### Operating Model

**Listen** to clients

**Learn** from feedback

**Act** on insights

### Maturity Roadmap

Built Data Hub

Connected Systems

Enable Better Decisions

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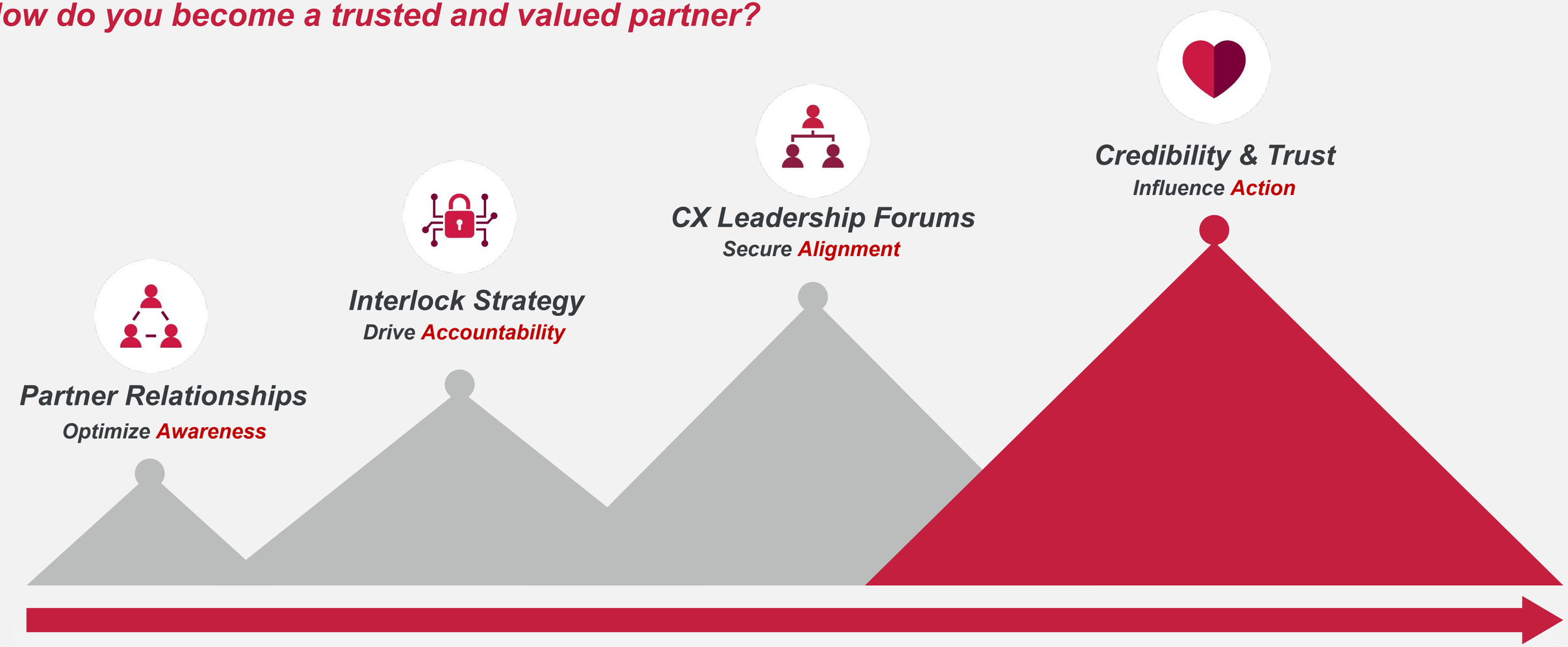
***Requires a mature strategy, clear CX priorities and a connected roadmap***

# Building Influence

***How do you become a trusted and valued partner?***

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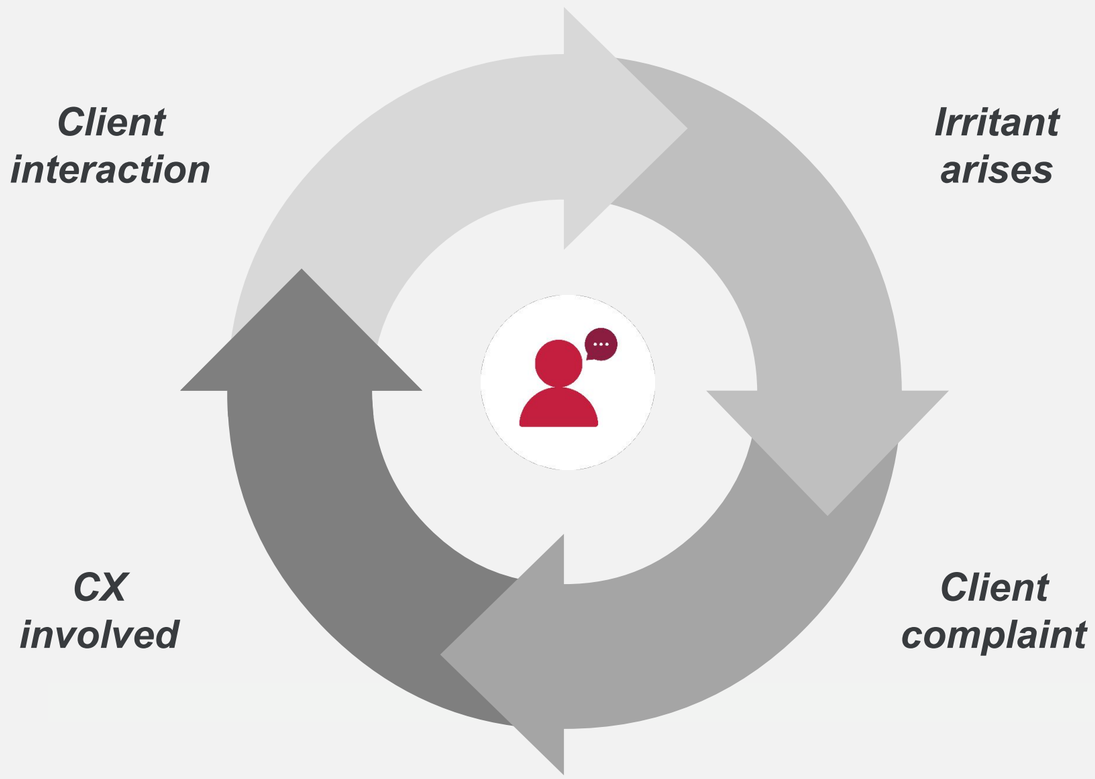
***You need to build credibility and trust with partners to influence change that drives results***

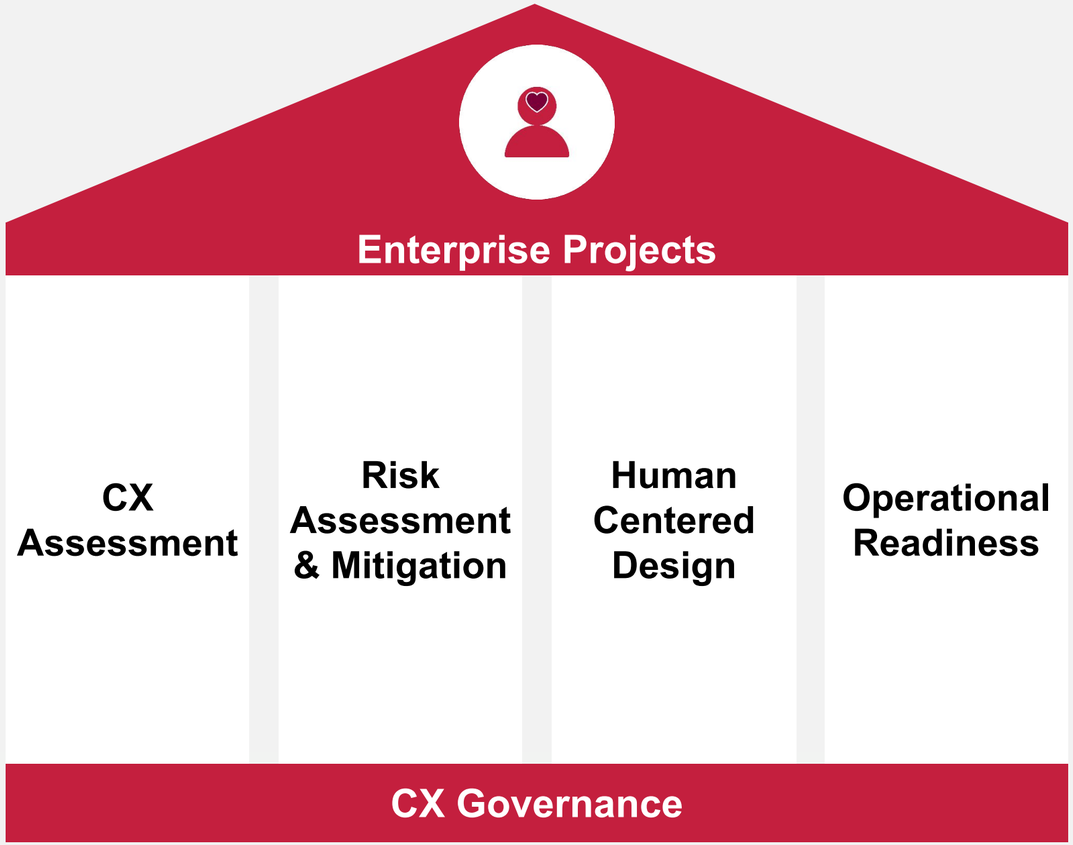
# Governance & Prioritization

***How do you proactively involve CX in all client facing enterprise projects?***

***FROM** CX reacting to irritants*




***TO** CX proactively involved*




***Requires strong governance that proactively involves CX in decisioning***

# Continuous Improvements

***How do you continue to mature and future proof your CX capabilities?***

## People

- Upskill CX Team
- Diverse Skills & Perspectives

## Process

- Proactive Design / Surprise & Delight
- Governance & Practice Standards

## Technology

- Maximize Current Capabilities
- Invest in Future Capabilities

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***Requires focused efforts to mature people, process & technology capabilities***

# Key Takeaways

**Driving progress towards your north-star with 5 building blocks for CX practitioners**

| | | |
|---|---|---|
| 1 | CX Culture | Top-down CX champion with CX embedded within culture at all levels |
| 2 | Focused Efforts | Mature strategies include clear CX priorities and a connected roadmap |
| 3 | Building Influence | Build credibility and trust with partners to influence change that drives results |
| 4 | Governance & Prioritization | Good governance proactively involves CX in decisioning |
| 5 | Continuous Improvements | Futureproof CX practices with mature people, process & technology capabilities |

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# WHY ATTEND EXPERIENCE?

Your roadmap to success starts here.

REASON 1

## Spot What Others Miss

Catch the critical signals everyone else overlooks.

REASON 2

## Put Your Data to Work

With Frontline-Ready AI™ that helps you predict, prioritize, and act faster.

REASON 3

## Turn Skeptics into Champions

Align teams and make CX a company-wide advantage.

REASON 4

## Create Lasting Change

Build strategies that evolve and stick.

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## CODE: CXLOVE

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# Time for live Q&A!