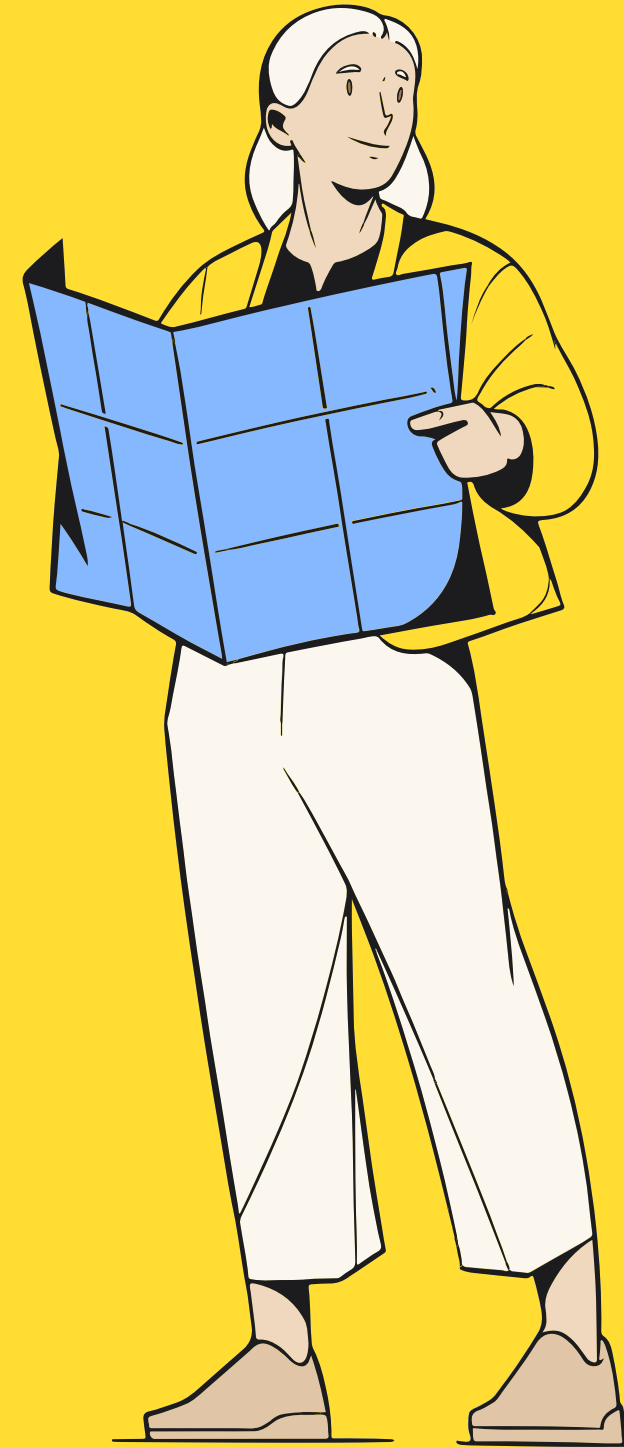
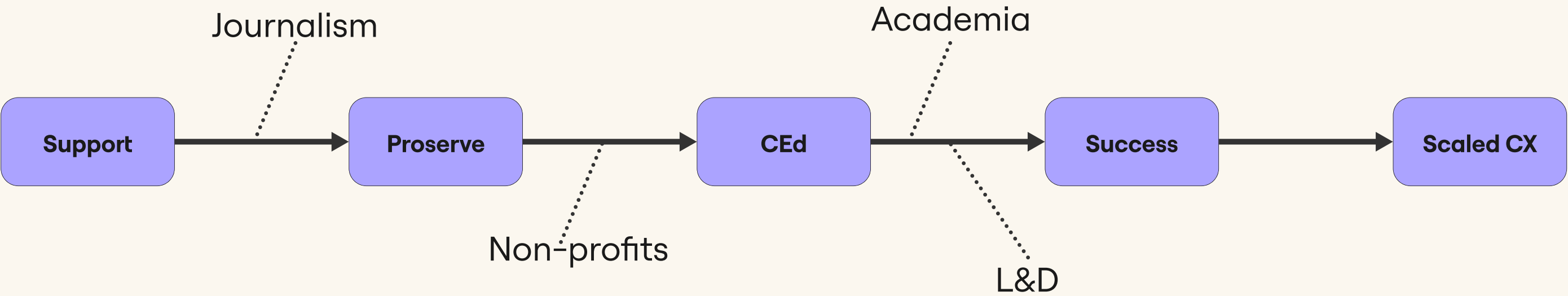


From CED to Scaled CX



Who am I

Career path



Places I've lived



Places I've worked



Scaled CX | Definition

Mission

Our mission is to engage, educate, equip and empower our users to do their jobs and achieve their business outcomes with Miro.

Vision

Our vision is to unlock value at scale across every step of the customer journey through an omnichannel ecosystem of delightful, data-driven and automated on-demand, just-in-time and 1:many content and experiences.

Edu

Digital
Success

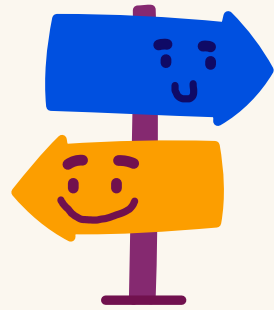
Production
and AI

Community

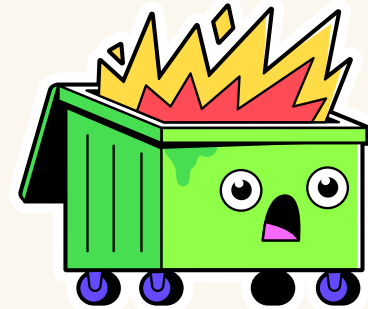
CX
Programs

Scaled/Pooled
success

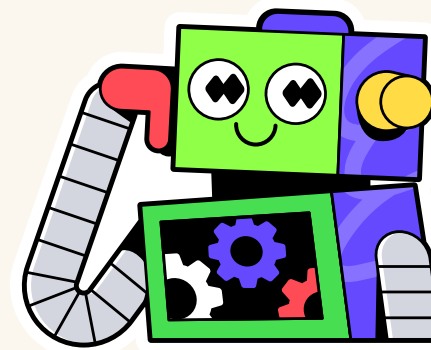
Scaled CX | Design Principles



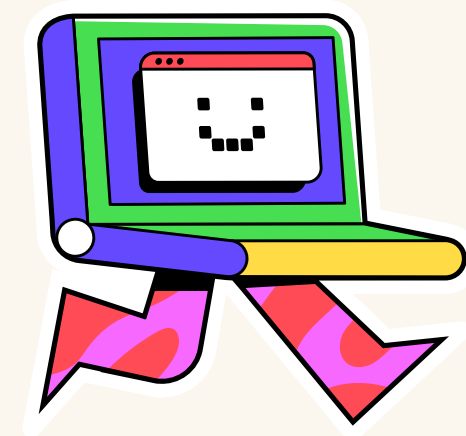
Optionality



**Contact
management,
consent framework &
data hygiene**



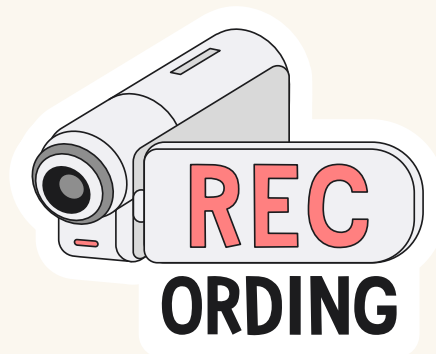
**Digital as foundational
journey**



**Hybrid digital + field
model**



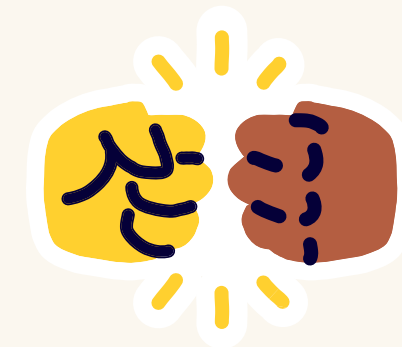
Experimentation



**In-house production
and experience design**



**Risk across entire
journey**



**Resist false
dichotomies**

Scaled CX | Potential Teams, Streams and Programs

education

digital
success

in-house
content
production
and AI
incubator

community

CX
Programs

scaled
success

change
management

learning
consulting
/services

Champions

CAB

Documentation

VOC

Betas

Release
management

multi-
year
programs

comms

in-
app

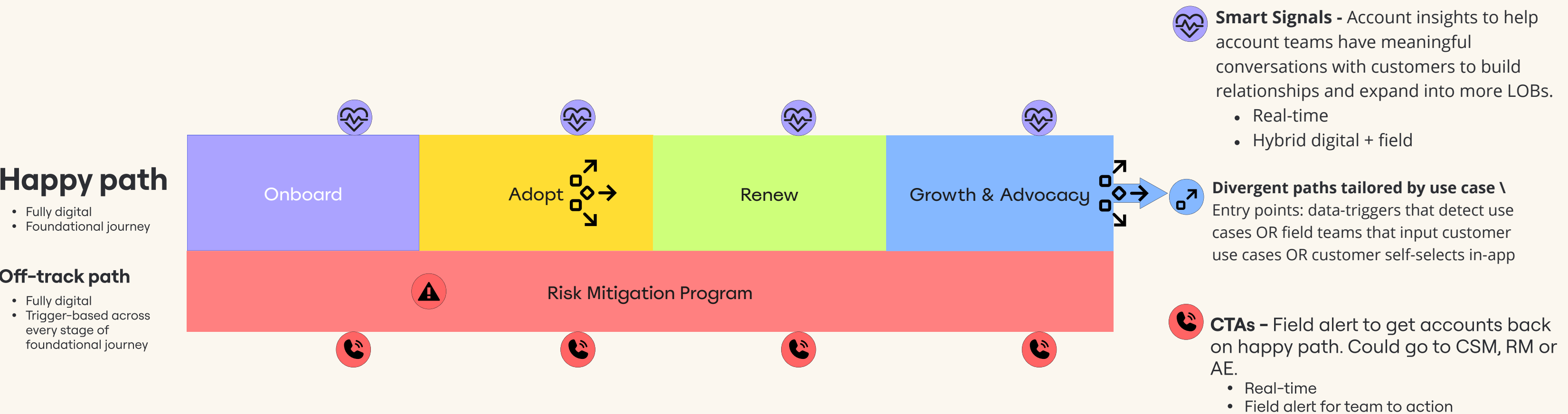
internal
enablement

Multi
product,
multi plan

YouTube
and social
channels

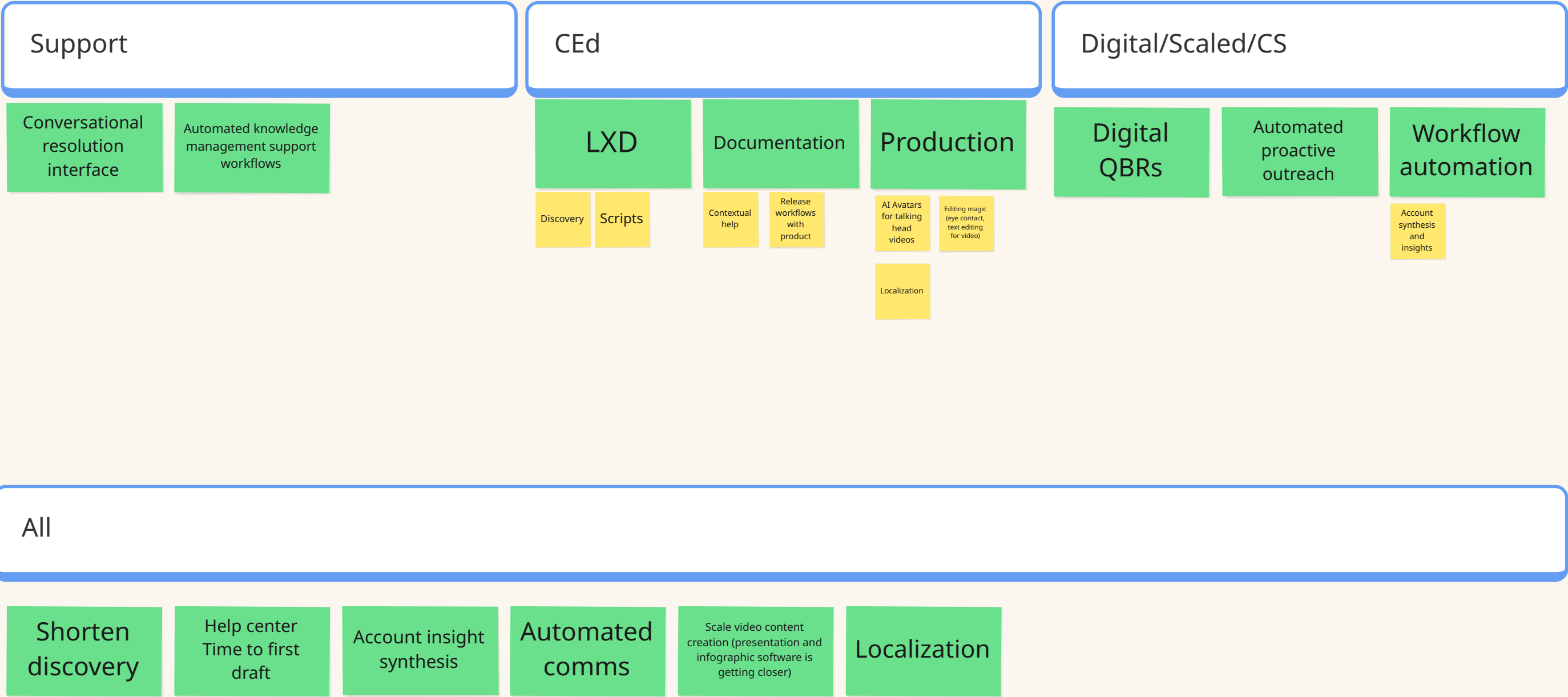
user
groups

Scaled CX | Journey Methodology



Note: In reality the customer journey is cyclical and each account is unique. This is an illustrative programatic view of Digital Success and should not be taken as a comprehensive or linear description of all programs.

Scaled CX | Beginner's Guide to AI



Scaled CX | Learnings

Order of operations

- ✓ Email journeys and in-app flows
- ✓ Own a completely digital segment with no CSMs. Yes this means variable comp and being a "wringable neck" for activation, adoption and retention metrics
- ✓ Is a segment AND a strategy – serves as the foundation of all CS segments
- ✓ Hybrid strategy design – digital base PLUS intelligent pulling in of humans with Signals and CTAs

Gotchas

- When all it is is email and some pop-ups
- Get your CMO and CCO to align up front
- Not doing experimentation – this cannot be a vibes program
- Leaving customer research to your UX team
- Over-focusing on CSM-assist/optimization programs
 - reducing cost internally becomes boring even to CFOs after a while. Get back in front of customers, revenue, retention, expansion

Lets keep connecting

- **Deepina.com** [newsletter, podcast, asset cuts from presentations]
- **Linkedin**

