

Digital Services

Where Experience Meets Architecture: The Journey Ops Effect

Marion Boberg

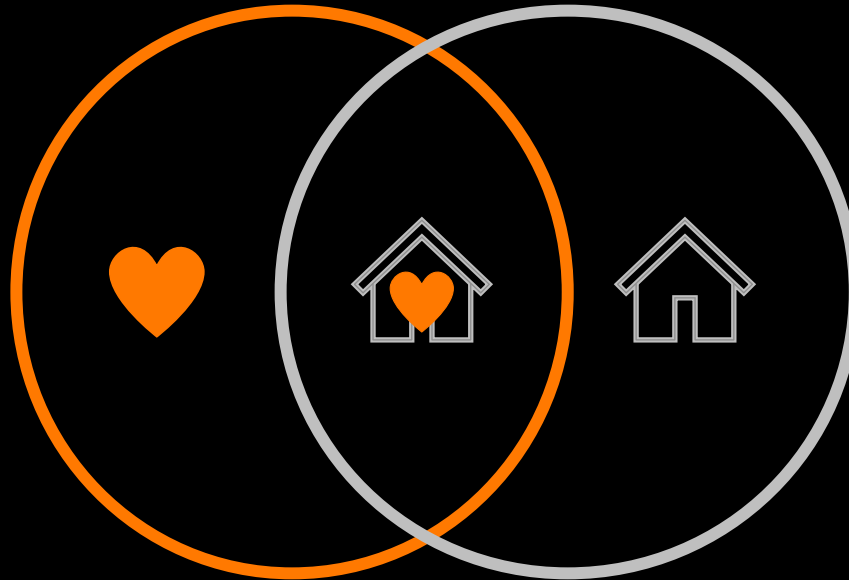
CX Strategist



Business

$$\text{VALUE} = \text{CX} + \text{EA}$$

CX is the customer-facing ambition (moment, journeys, lifelong relationship).

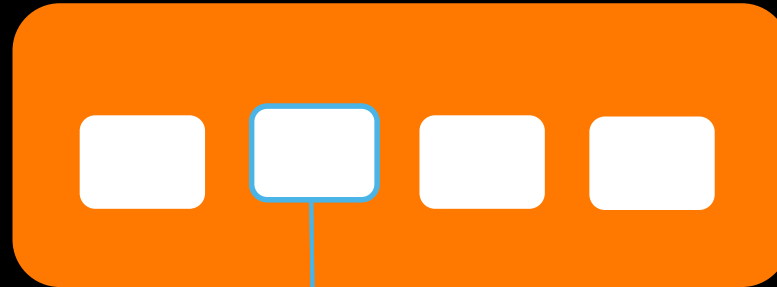


EA is the internal system that makes that ambition executable (capabilities, tech, process, people).

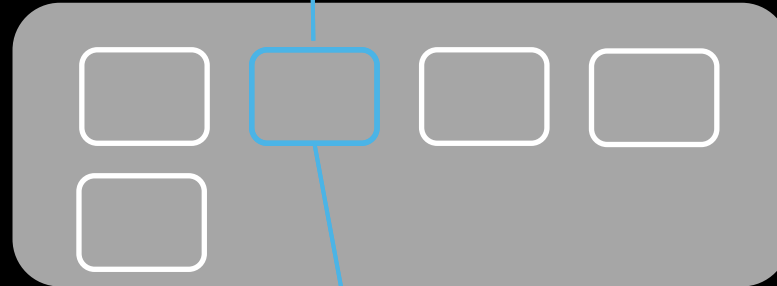
Can you intentionally design for the experience, without designing how the organization will deliver it?

Experience Orchestration

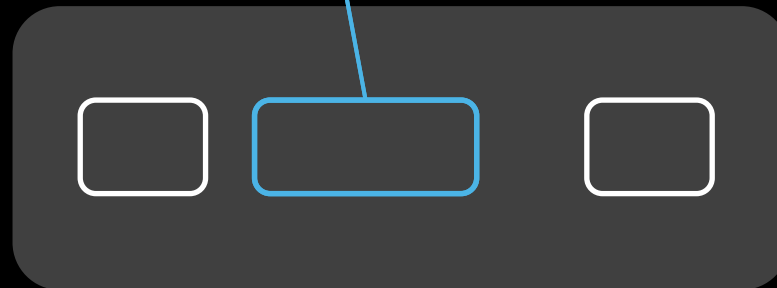
Customer journey



Business
Processes



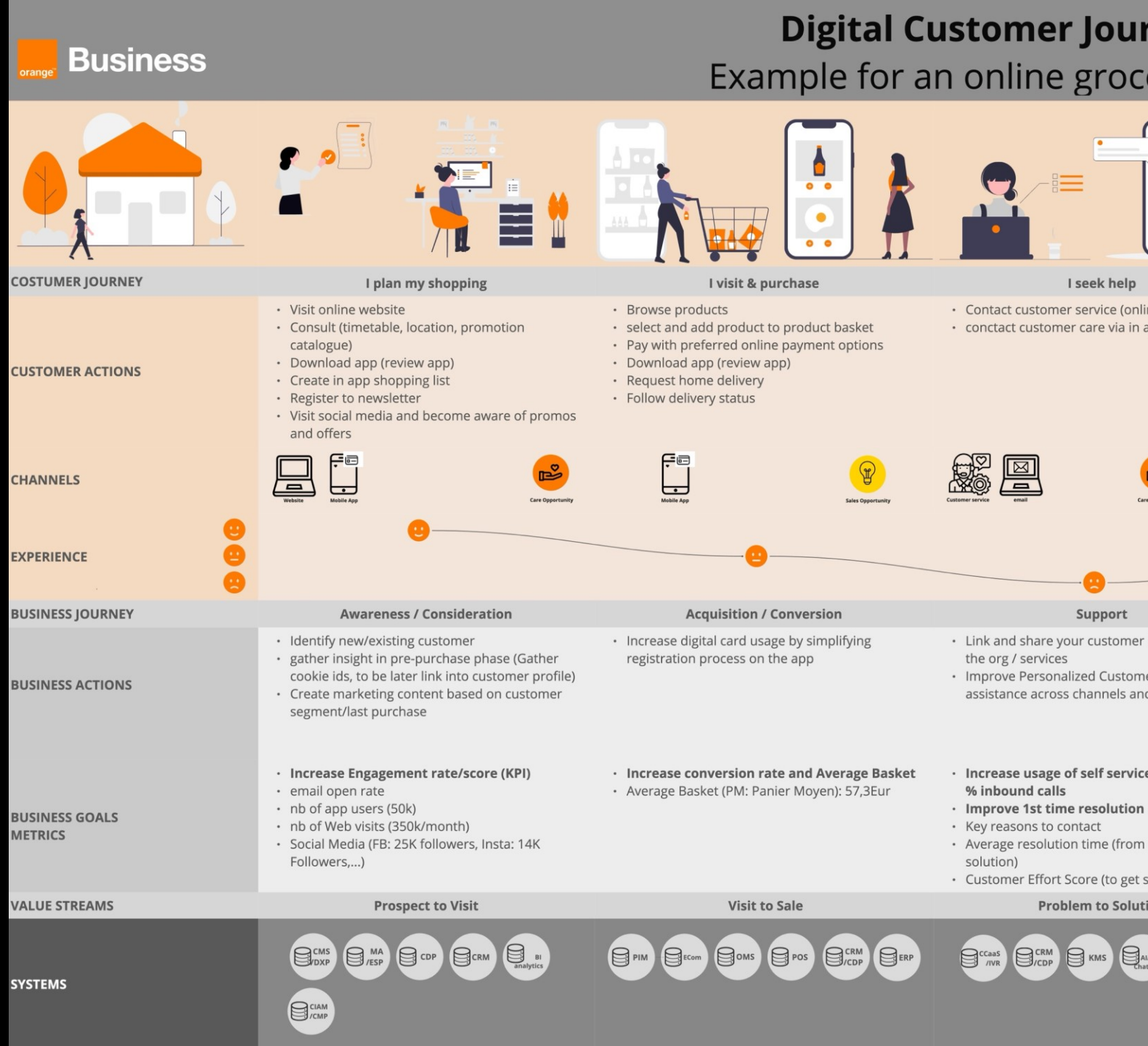
CX, Data & AI
Technology



Service blueprint

A strategic bridge

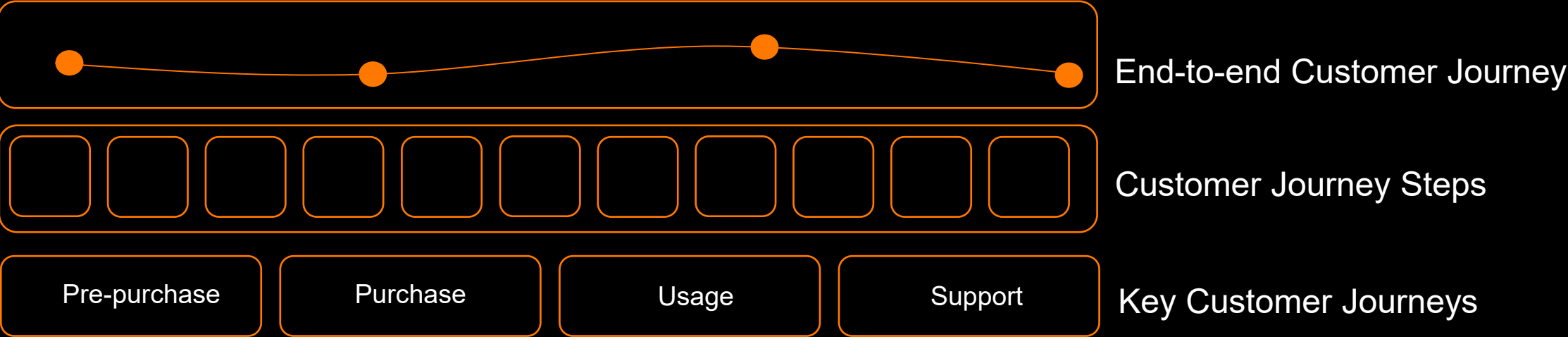
Digital Services



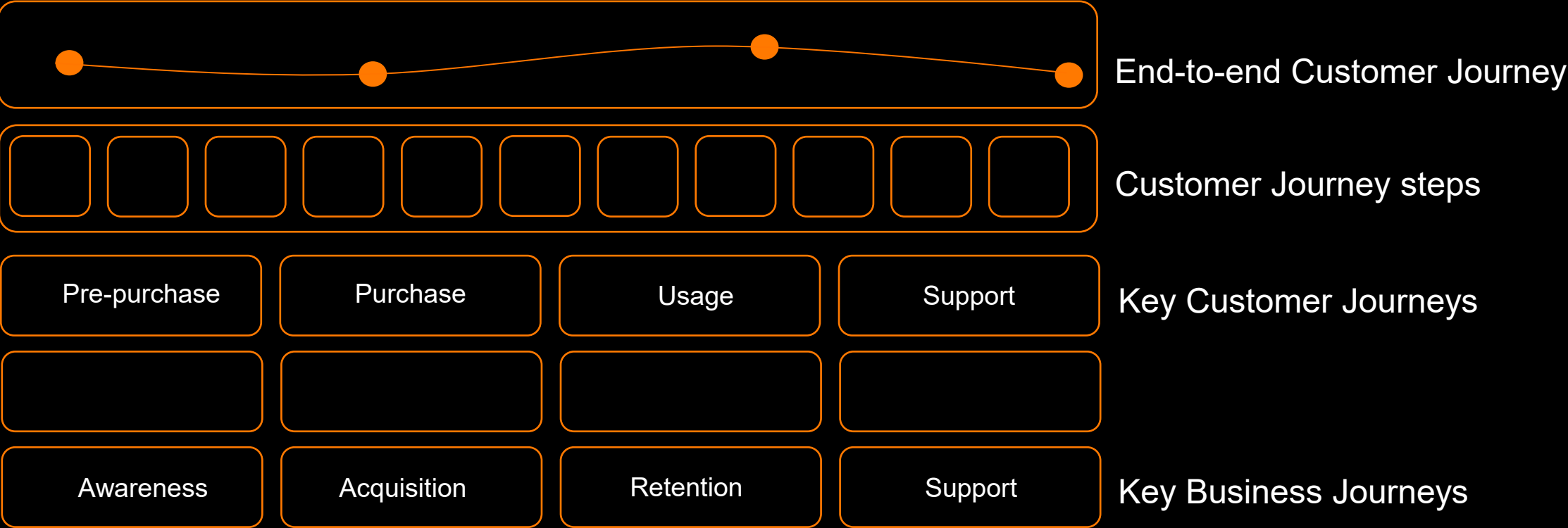
From static blueprint to dynamic operation Customer journey ops



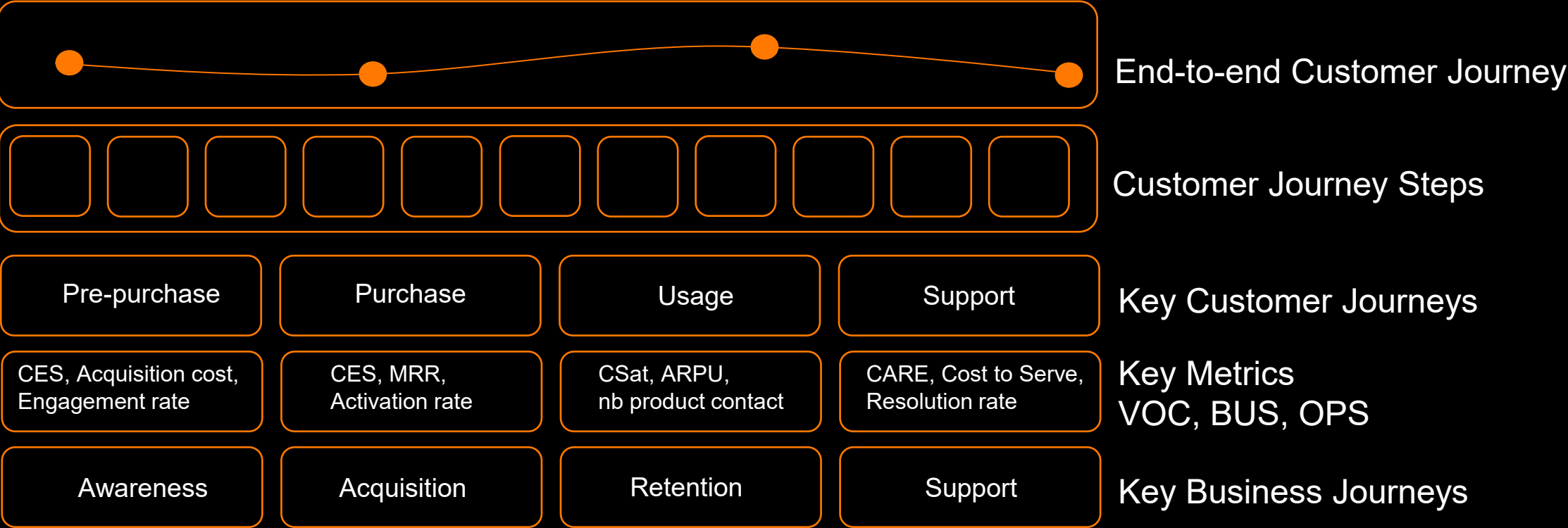
Organise to deliver value to your Customer



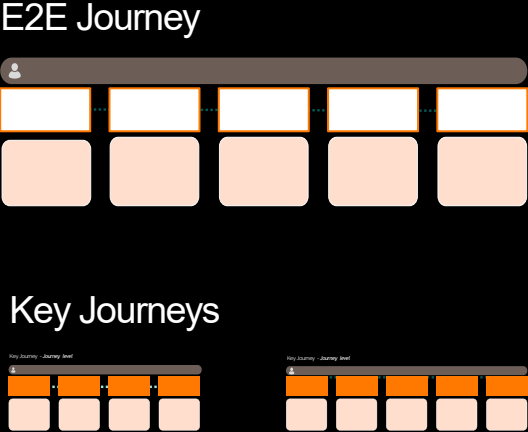
Organise to deliver value to your Customer and your Business



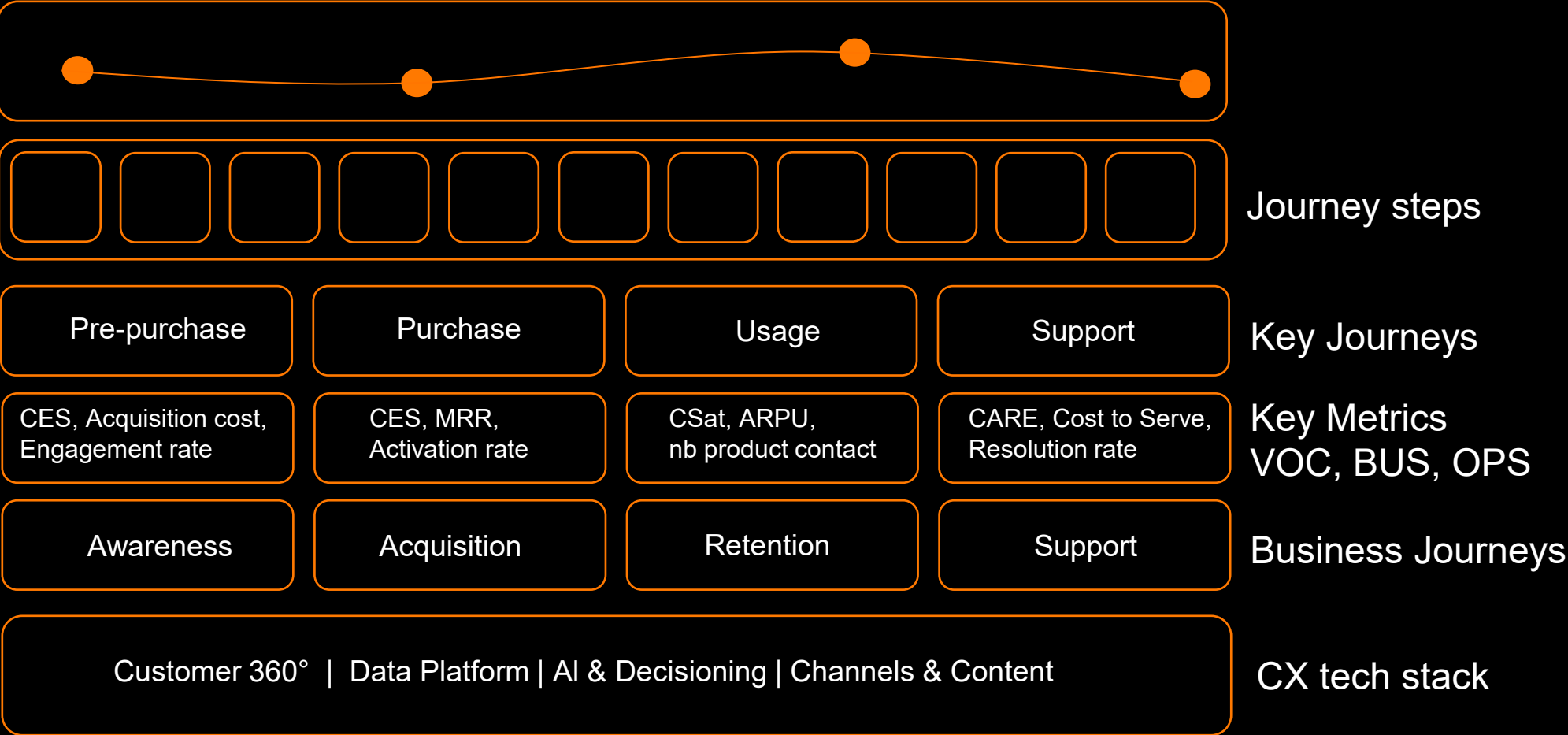
Organise to deliver value - align around common KPIs

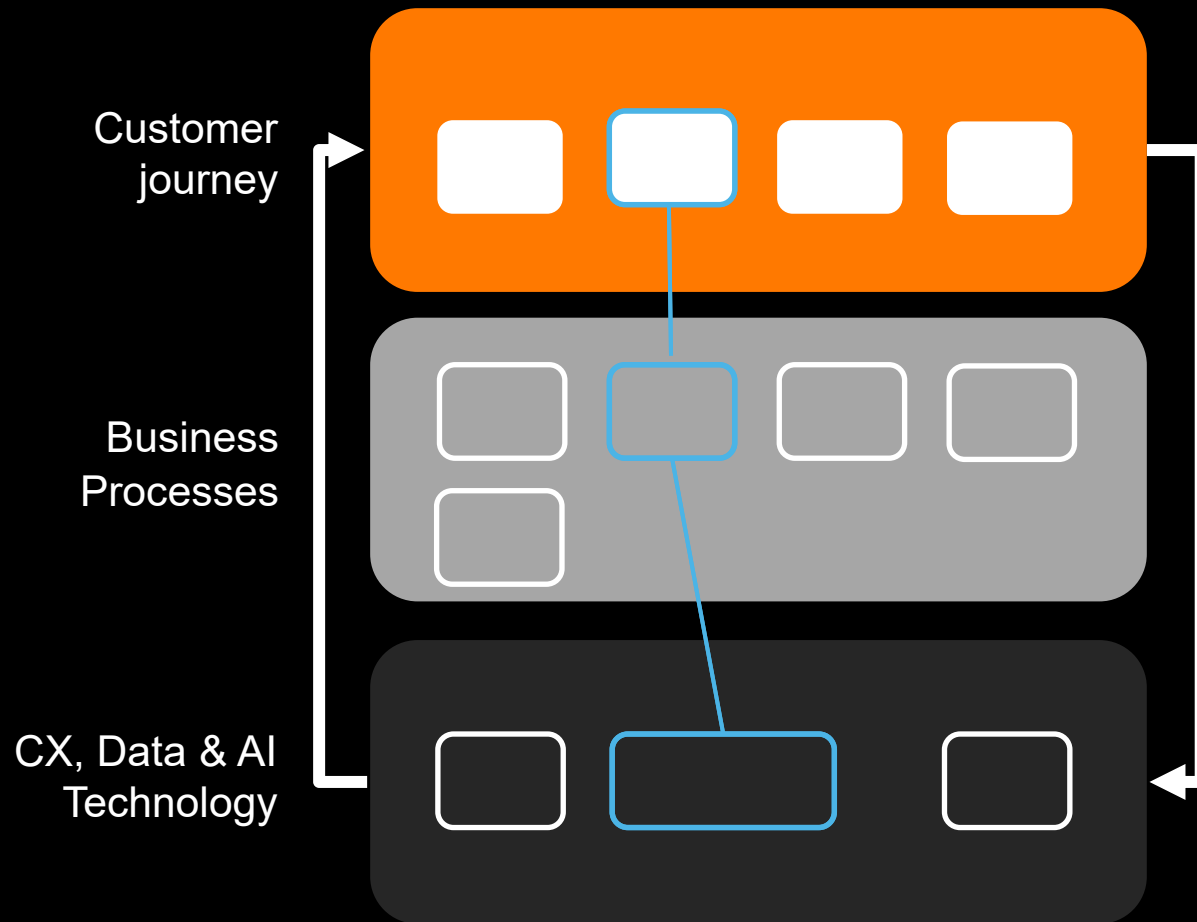


The Operating System for CX



Organise to deliver value - align around common KPIs





Set it map what matters
Run it manage journeys cross-functionally
Scale it Architect for execution

Thank you!

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Business

