



CX and Innovation

Hello,

As a CX professional, do you often ask yourself what true innovation means?

One of the few strategies left for businesses today to stay one step ahead of rivals and disruptive forces is to innovate around the customer experience. But what actually motivates effective innovation? Does innovation mean giving the customer a fundamentally different way to accomplish their goals?

The company can have swanky digital user interfaces or chatbots that can respond to client inquiries but internal issues such as broken processes, segregated data, and a lack of collaboration amongst key customer stakeholders prevent the innovations from working in the long run. Read on to find out more

Enjoy!

Supply Chain Management has been one of the most problematic areas in the post-Covid world. How can effective CX or rather Supplier Experience Management help?

[Make sure to check out an article](#) by ECC Founder, Olga Potaptseva and David Wales published in the Customer Experience Magazine about one of the most pressing issues in business today.



CX Actions App - a New Tool by ECC and Cemantica

European Customer Consultancy, in collaboration with our partners Cemantica,

project planning for you and helps you manage CX projects to a successful conclusion.

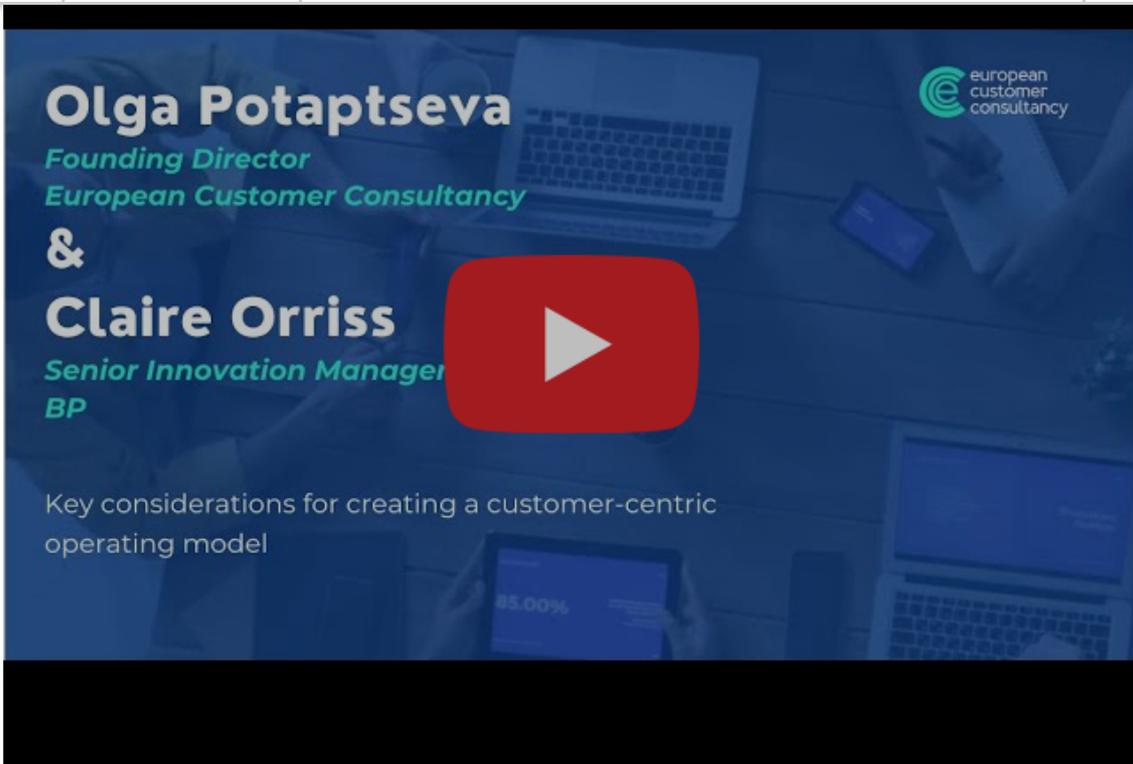
[You can watch a tutorial on our website](#) and book a demo session with Olga.



This month's CX professional spotlight features Claire Orriss - Senior Innovation Manager - Customer Care at BP. Claire's work is a brilliant example of how customer centricity can be scaled up from a single function to a global organization. She is passionate about using best practices in and out of the industry to define, create and adapt a customer-enabled operating model at BP.

The European Customer Consultancy is always proud to work with CX leaders like Claire!

In the video below, Olga and Claire highlighted the crucial factors for developing a customer-centric operating model and how digital innovation may address customer concerns.



Olga and Claire discuss key factors for developing a customer-centric operating model and how digital innovation may address customer concerns.



Women in CX Panel Debate- Effective CX improvement and Innovation

Customer experience is one of the levers that may be pushed when it comes to

It has long been known that consumers will pay extra for a good CX-related product or service. However, to what extent? And how precisely do you decide what has to be improved or even where to innovate?

Check out [the panel discussion organized by Women in CX](#) featuring Olga Potaptseva, Ellie Sutton, Adi Grace-Tobias, Alex Acosta, and Clare Muscutt.



Customer Experience World Games™ 2022 Was a Success

The Customer Experience World Games launched in March 2020 as a response to Covid-19. It was an opportunity for the CX community across the globe to come together and make a difference in the pandemic crisis. The significant talent pool were asked to create outstanding experiences to help others during the global Covid-19 lockdown. This included charities, social causes, and independent retailers. This year, the awards were a fantastic manifestation of the CX community's spirit. All of the participating teams came together quite quickly and had a high level of enthusiasm, and desire to contribute their knowledge and experience to the projects.

Olga lead a team to improve the experience for Ukrainian refugees and got star player recognition at the end.



The Third E3 CX Conference Was Held in Riyadh in June

The third iteration of [The E3 CX Conference](#) took place in June. This important conference brought together renowned CX practitioners from the Middle East and beyond to discuss strategies, technologies, and solutions designed to assist CX changes in line with Saudi Arabia's Vision 2030. It was designed to highlight both local and global CX success stories.

Events and Useful Resources

[📌 Journey Mapping Bootcamp](#)

The start dates: July 25th and 26th, 2022.

Olga, along with Ian Golding and Eytan Hattem, will be leading The Journey Mapping Bootcamp, which is being organized by our partner Cemantica.

During the end-to-end Bootcamp, you will learn how to map a customer journey and, more importantly, how to make it actionable in your organization. The session is highly participatory and practical.

Make sure to join us!

[Full details and agenda here](#)

Journey Mapping Bootcamp

Virtual 2 Days Session

- ◆ Cultural Shift
- ◆ Plan, evaluate and measure your CX initiatives
- ◆ Hands-on Journey Mapping
- ◆ Managing outcomes & execution

**HOST****Ian Golding**
CCXPGlobal Customer
Experience Specialist**Eytan Hattem,**
CCXPGlobal CX Specialist
& Transformational Leader**Olga Potaptseva,**
CCXPFounding Director, ECC
& CX Implementation
Specialist

Udemy Course -CX for Non CX Professionals

Learn how to generate sustainable business growth by being customer focused.
Course designed by Olga Potaptseva. [Visit Udemy and learn more.](#)

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