

European Customer Consultancy

CX Actions



Issue #1

Message from Olga



Hello, Tekla!

The Start of 2022 has been unpredictable and devastating for many of us. no one can stay indifferent to the war happening in Ukraine. A lot of people from our network, myself included have friends and family there. We have been doing everything we can for Ukrainian citizens locally as well as thinking about ways to help them from distance.

The efforts like offering help to Ukrainians who are stuck in your country and helping them find jobs outside of Ukraine can make a drastic difference in this trying time.

Also, Russian and Belarus citizens might need support with settling elsewhere in the world. This might be the only thing they can do to fight their current government. Everything else, like protests, is punishable by up to 20 years in prison, job loss, children being bullied at school (by teachers), expulsion from the university, and others.

We can also suggest supporting charities that are helping the Ukrainian nation.

<https://www.supportukraine.co/>

<https://www.facebook.com/hospitallers/>

You can always contact us at ECC where we value personal connections above everything else. In this newsletter, we share some of the CX news and events ECC participated in and we can only wish and hope that the rest of 2022 will bring health, happiness, and peace. Something we all missed for the past few years!

Best wishes, Olga.

How connecting CX to business outcomes drives quicker CX adoption

Olga's interview for Customer Experience Live

CX has evolved to a point that it isn't just about CX and the tools and technology but more importantly, how does it inform the business and help the business achieve desired business outcomes?

[Read the full interview here.](#)



Olga's Presentation at CX Summit 2022

At the annual CX conference which took place on January 27th, 2022, Olga gave practical tips on using CX to achieve business goals.

As a CX professional you have three superpowers to use:

1. Enhancing business projects with a customer-inspired point of view,
2. Leading cross-functional partnership with Agile CX, and
3. Engaging hearts and minds with a common CX Vision.

Listen to Olga's presentation [here](#) to learn how you can leverage them with the help of ECC Agile CX Implementation Toolkit. ECC Agile CX Implementation Toolkit is a globally certified methodology that we use with dozens of organisations who report it being helpful in driving their CX Transformation in an enjoyable and successful way. [Contact us](#) today to find out about a half-day Agile CX Masterclass.

CX Summit **BOUSSIAS**



Olga Potaptseva

BUSINESS SUCCESS WITH AGILE CX

Olga Potaptseva, CCXP

Unmute to hear audio. Stop Muting



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CX Professional of the Month



This month's shoutout is for Claire Mammerickx, a CX Business Unit Manager for Prodware. Claire is leading a business-critical initiative for customer portal development where she fully embraces the concept of customer-centricity. She and her team scrutinize every idea through the customer lens, design solutions that would have the most customer impact, prioritize functionality that meets customer needs, and of course embed customer feedback at every step.

CX In Action

Having a vision for CX strategy is very important. However, putting it into practice still remains one of the main challenges among professionals. What can we do to make our CX promise into a tangible business benefit? Make sure to check out [a real-life case study](#) where Olga Potaptseva and Eytan Hattem demonstrate a successful CX integration

into an organization's core. They also showcase best practice applications for the CX Actions App, developed by Cemantica and European Customer Consultancy.



Bob Azman's podcas about CX Community Building

On February 14th Bob Azman and The founders of the Women in CX community Clare Muscutt, Olga Potaptseva, Clare Muscutt, Serena Riley and Mandisa Makubalo joined Bob's podcast to discuss the journey to recognizing and promoting women in CX, globally. The guests also talked about how they got to choose their career paths and what

motivated them to make those choices.

[Make sure to listen to this engaging conversation and get inspired!](#)



Events and Useful Resources

CX Doers Webinar

European Customer Consultancy in collaboration with Cemantica and Monday.com held a webinar in September 2021. The speakers discussed the effective ways to turn your CX Projects into Actions through a proven agile and structured CX approach. In case you missed it, you can [watch the full video here](#).

CX Implementation Toolkit- project charter download

[Download the CX implementation toolkit project charter](#) template and start your CX agile transformation.