

**GLOBAL
CX
FORUM**
28° CONGRESO MÉXICO

THE HUMAN *POWER*

11•12•13
Marzo

HOTEL CAMINO REAL
POLANCO, CDMX



Human Experience (HX)

Thomas Rocca

CX

Customer Experience

- Journey
- Secret Shopping
- Rewards
- Rounding Up - Charity
- Survey



PX

Patient Experience

- Check in Experience
- Administration
- Portal
- Survey
- Follow Through



EX

Employee Experience

- Rewards & Incentives
- Undercover Boss
- Interaction Manuals (LMS)
- Efficiency / Best Practices
- Donations to Charities



UX

User Experience

- AI
- Kiosk
- Buying Research
- Inventory Control
- Portion Control
- Finance



Why This All Matters

- Stories
- Human Experience
- Leave You With This...



Thank You

