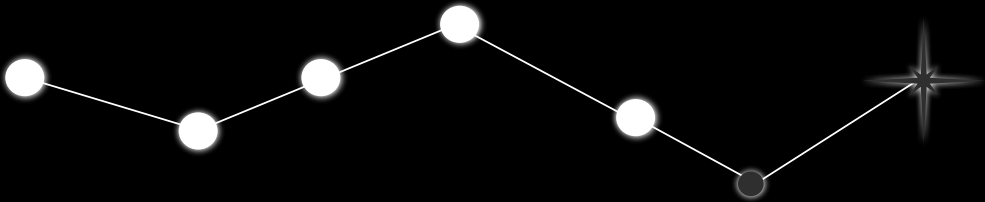


YOU'VE LANDED ON:

# Planet CX!

## The Empath

Progress Toward Techco:



Telco → Culture → Tech → Business → CX → Talent → Full Circle

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**Exceptional touchpoints**  
But backend systems need to catch up.



### Assessment

You design for feeling, flow, and trust. You prioritize meaningful experiences across every interaction.

### Things to Look Out For

Your user-facing design is elegant, but the systems underneath may be patchy or inconsistent. Without scalable infrastructure, personalization may become a burden. Insights exist, but may not flow across teams or influence deeper operational shifts. Experience-led organizations can falter when their internal rhythm can't keep up with their external promise.

### Necessary Changes for Digital Transformation

- Ensure back-end systems match front-end ambitions
- Integrate experience teams with ops, tech, and talent
- Build personalization engines that learn and adapt
- Tie customer satisfaction to internal enablement KPIs
- Audit consistency across all user journeys