



Customers Don't Come First. Employees Do.

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Tech Showcase



CX TALKS
CHICAGO







ENPS

How likely are you to
recommend someone
you respect to this
organization for
employment?

19



Promoters = 45



Passives = 29



Detractors = 26

A woman with brown hair is shown from the chest up, yawning with her mouth wide open and her hand covering her mouth. She is wearing a green sleeveless top. The background is a blurred indoor setting with shelves. A white rectangular text box is superimposed over the center of the image.

CUSTOMERS/STAKEHOLDERS
INFLUENCE WHAT WE DO.

A large red hot air balloon is the central focus, surrounded by numerous white hot air balloons. The scene is set against a bright blue sky with soft, white clouds. The balloons are of various sizes and are floating at different heights. The red balloon is positioned slightly above and in front of the others, making it the most prominent. The white balloons are scattered throughout the frame, creating a sense of a large gathering or festival. The overall atmosphere is light and airy.

MY COMPANY SPENDS TIME
UNDERSTANDING AND THEN RESPONDING
TO MY INDIVIDUAL AND UNIQUE NEEDS.

PARTING THOUGHTS

Find your place on the pendulum

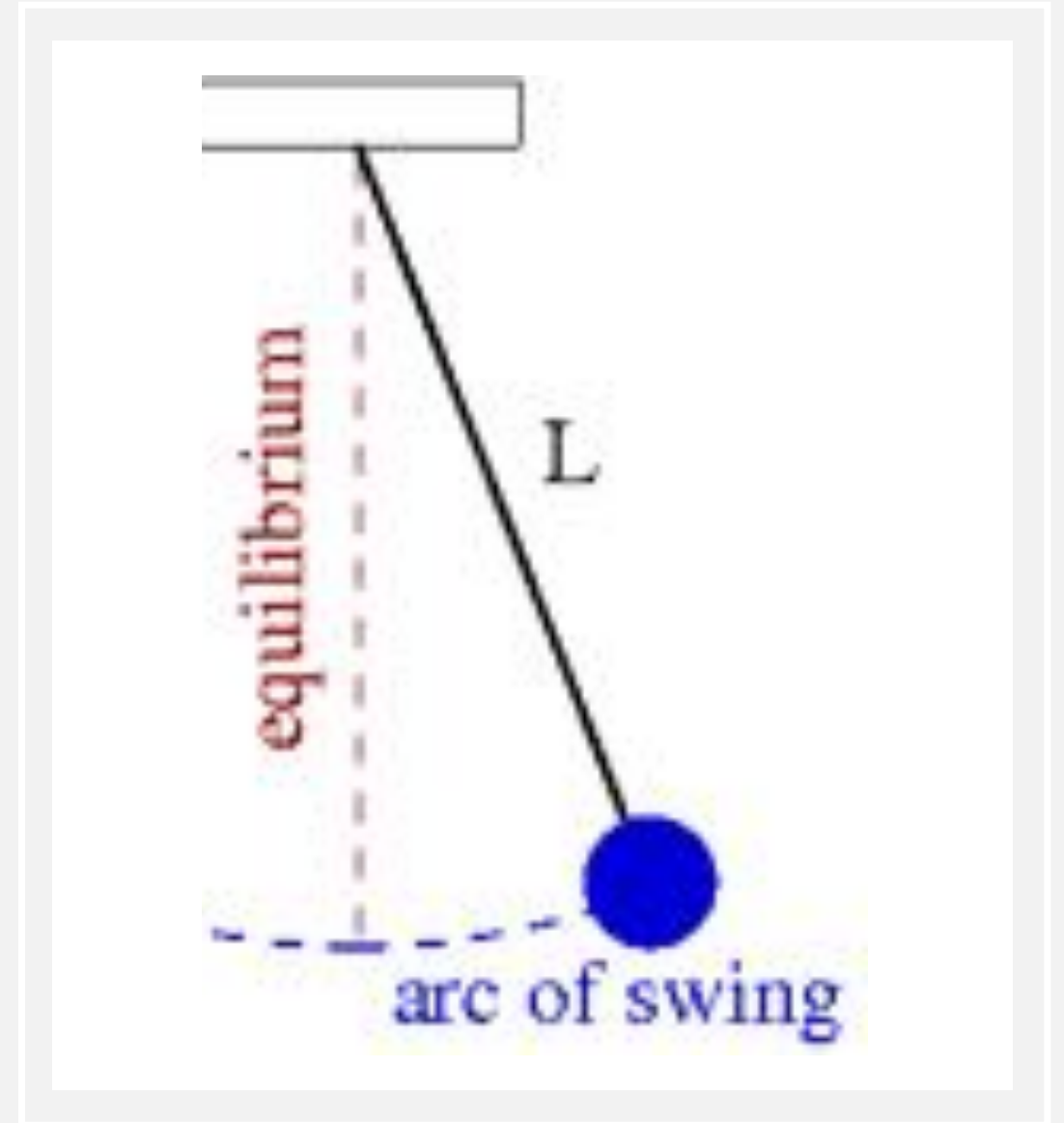
CX is about trust, EX helps build that trust

If you have an operating system for CX, you should have an operating system for EX

These things are not mutually exclusive, they are inextricably linked – how they are linked is unique to your business

Understand culture, get data, find gaps

Customize the experience (for your employees)





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