

## M2M Unwound Session: Questions to Prompt Discussion

# Moving Mountains Around the World: Enterprise CX

**Session Description:** “Think Global, Act Local” – sounds easy but difficult to achieve. Executing a global CX program where differences in language, resources, cultures, governance, data protection legislation and end to end processes, make it almost impossible to achieve. So how can CX programs serve both the needs of a global HQ and the needs of individual markets?

### Introductory Questions:

- What are the major future trends of global CX programs, and how can they be addressed today?
- How should CX be organized (Centralized, distributed, federated?)
- What tools can we use? (CX, Data management, CJM, Collaboration etc.)
- How do they manage sharing best practices?
- What can be standardized and what has to be local (Brand Promise, CX Metrics, ?)

