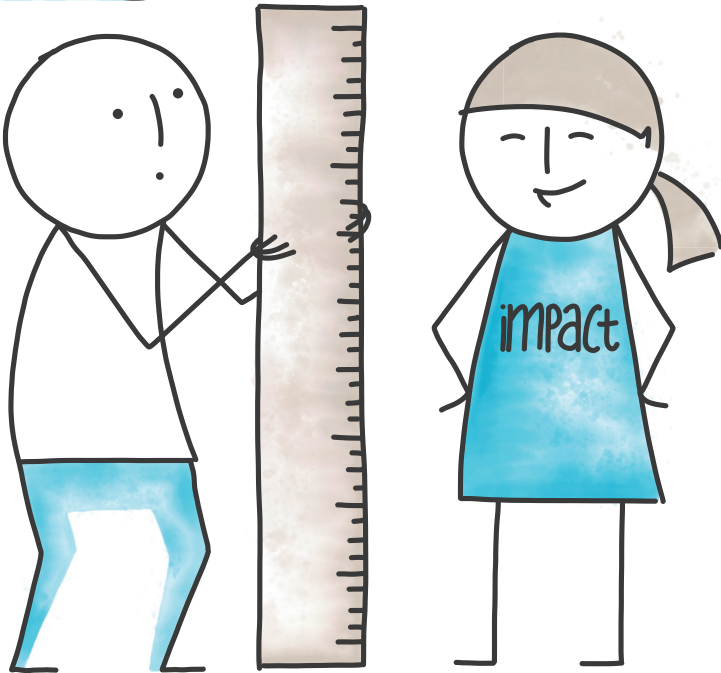


## 10 LESSONS FOR CUSTOMER EXPERIENCE TEAMS



It is easier to talk about your team's process and capacity rather than results and impact. Become great at measuring the outcomes your team's work is enabling throughout the organisation, think more broadly than just customer outcomes. The value unlocked by working in human centred and creative ways can be immense. We just need to get good at seeing it.

# Become great at measuring impact