qualtrics XM

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AGENDA

1. Introduction
2. Background
3. Pillars of success
4. Questions

ABOUT

SR.MANAGER,
GLOBAL PRODUCT OWNER,
GLOBAL NETWORK OPERATIONS

Aaron Suppel

- Editorial empowerment
- Digital transformation
- CX
- UX
- Leading Agile

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AMERICAN EXPRESS

BY THE NUMBERS

#86 Fortune 500 Rank	**$1.2 trillion** Worldwide Billed Business	**$6.9b** Net Income
$189b Assets	**114m** Cards-in-Force	**$40.3b** Revenue
#1 J.D. Power Customer Satisfaction Among Credit Card Companies in the U.S., Hong Kong and Singapore	**#23** Fortune's 100 Best Companies to Work For	**#16** Fortune's World's Most Admired Companies

*All numbers are current as of year end 2018

Our **TRANSFORMATION** journey so far

DESIGN PROCESS
- rebuild public and secure
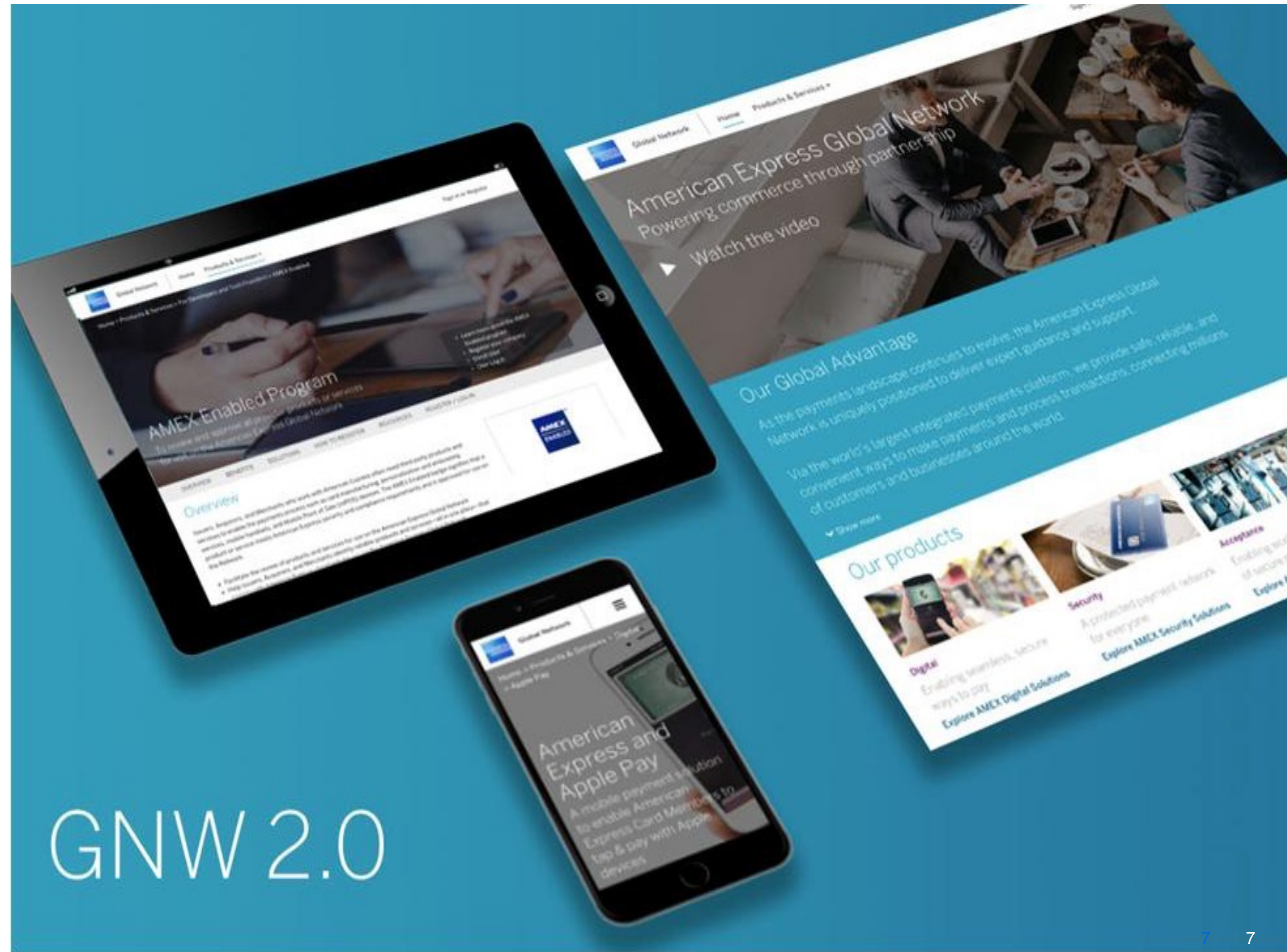
>4%
Increase in
visitors in Q2 YoY

28,342
Searches on
KB YTD

426k
Logins into
KB YTD

>65%
Increase in
Dwell Time YoY

GNW 2.0

1: CULTURE

"How do you help individuals and organisations to digitally transform?"

YOUR JOB IS TO MAKE IT EASIER

- Digital transformation requires a critical mass of motivated and empowered people

- Data-driven, measurable and with associated KPIs

- Facilitate the right people to bring about the right environment

- Make technology user-centric - there is no point having technology that internal users cannot fully use

FOCUS ON (THE RIGHT) OUTCOMES

- Meaningful, clear & aligned with future plans

- Data-driven, measurable and with associated KPIs

- Start small and incrementally improve

- Make it possible for colleagues to have centralized goals that all point to adopting digital transformational change.
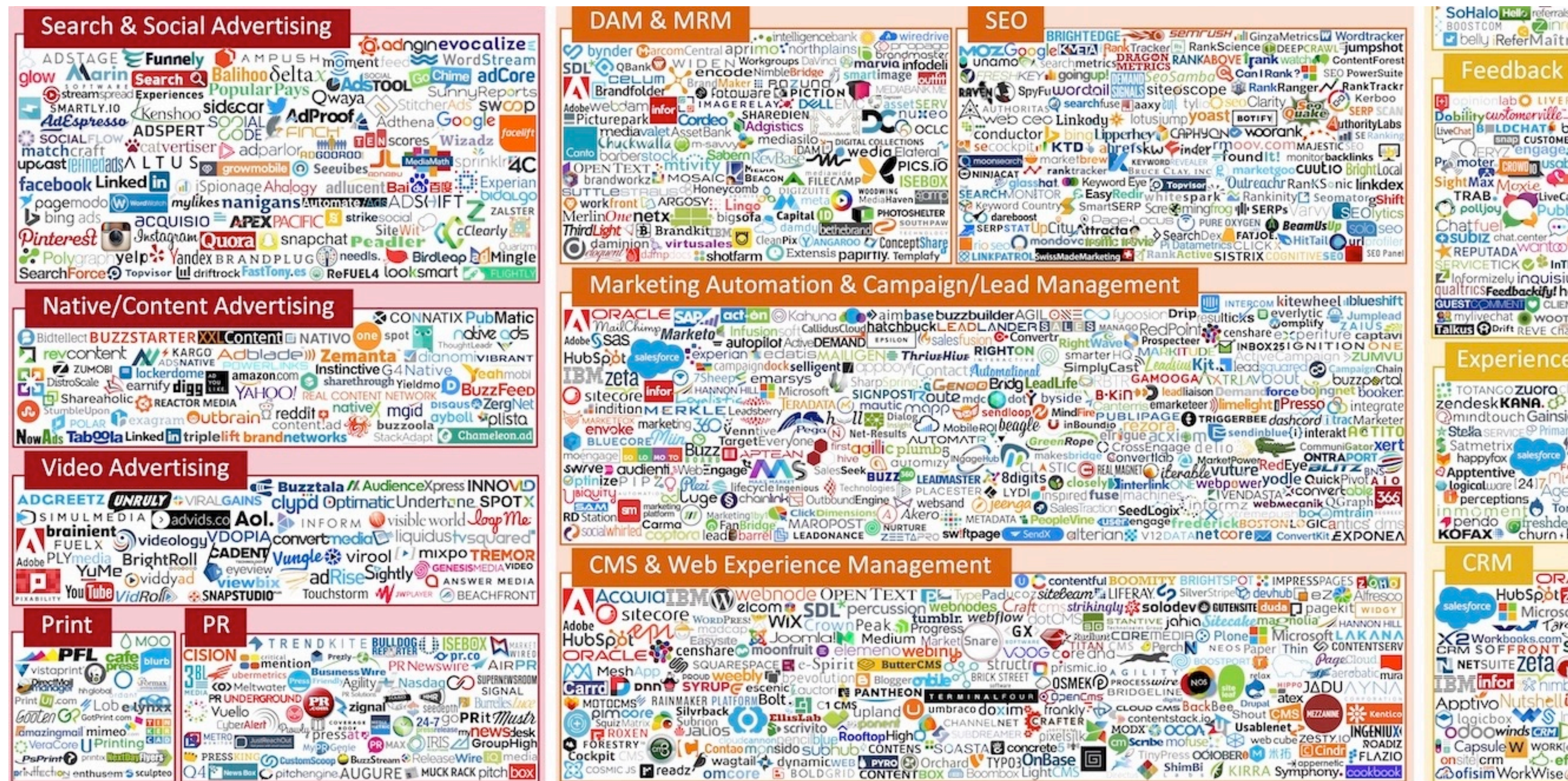
EMPOWERMENT IS…

- Right outcomes and KPIs

- Right knowledge and tools

- Right checks and balances

- Right authority

EMPOWERMENT IS A SILVER BULLET…

- Increases agility and fosters innovation

- Enables real leadership across the organisation

2: TECHNOLOGY

TECHNOLOGY CHOICE IS COMPLEX

THREE CRITICAL QUESTIONS

Does every new technology you adopt facilitate digital transformation by:

- being highly interoperable?

- allowing fast and incremental change?

- empowering people?

INTEROPERABILITY ENABLES

- Easier access to data and functionality

- Easier innovation with existing systems

- Old components to age gracefully (and ROI-fully)

- A platform's sum to be greater than its parts

- Launch and leave is no longer acceptable for digital products

INCREMENTAL CHANGE PROVIDES

- Compartmentalisation of risks

- Faster innovation (both internal and external)

- More options

TOOLS THAT EMPOWER PEOPLE

- Are the final mile of empowerment

- Easier innovation with existing systems

- Increase efficiency systemically

- A platform's sum to be greater than its parts

- Sometimes let us shoot our own feet faster
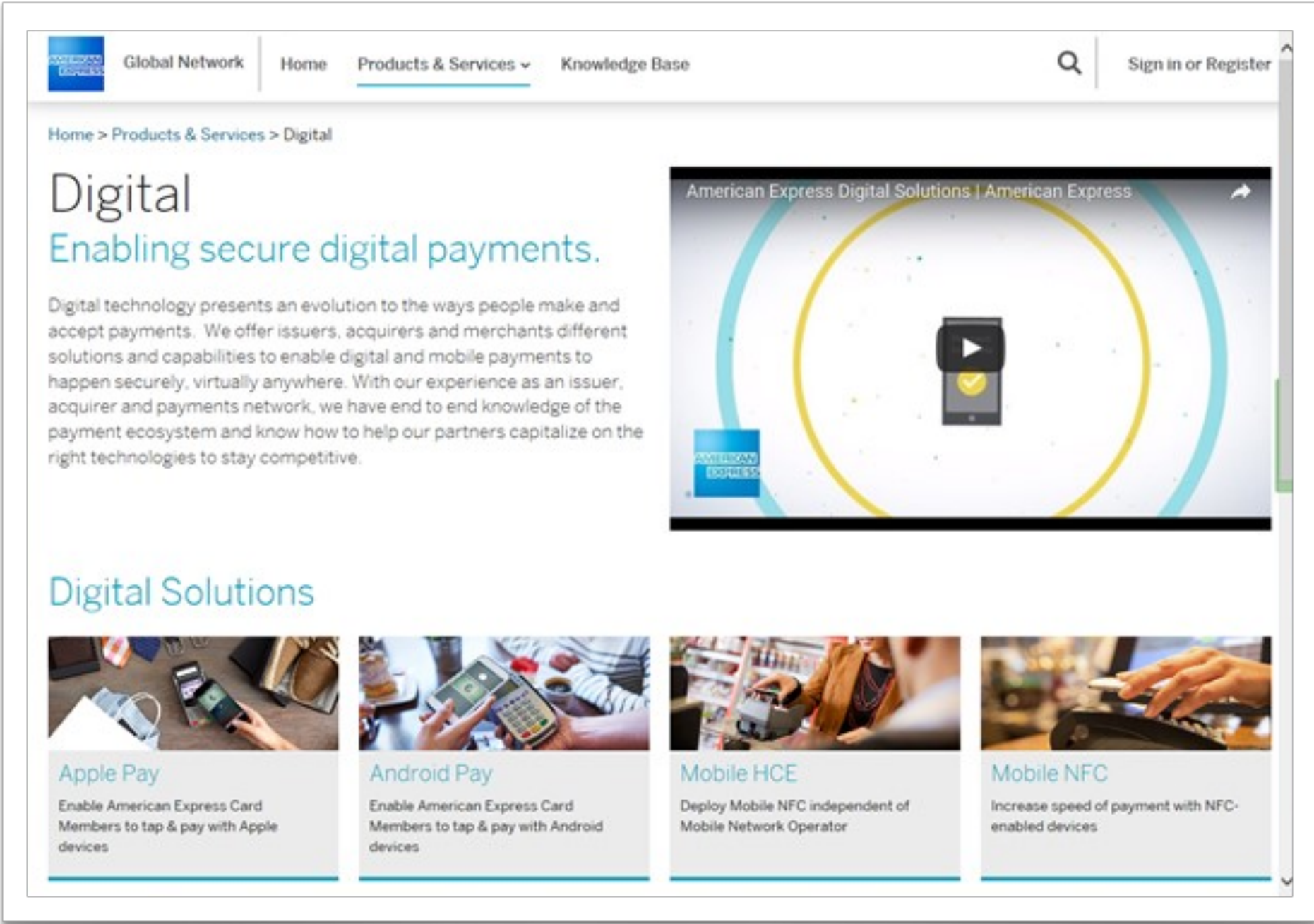
3: BRAND + CONTENT

BRAND MATTERS

The biggest brands on earth can be amplified within digital ecosystems.

We have seen how brands have leveraged this to great advantage and also to great detriment.

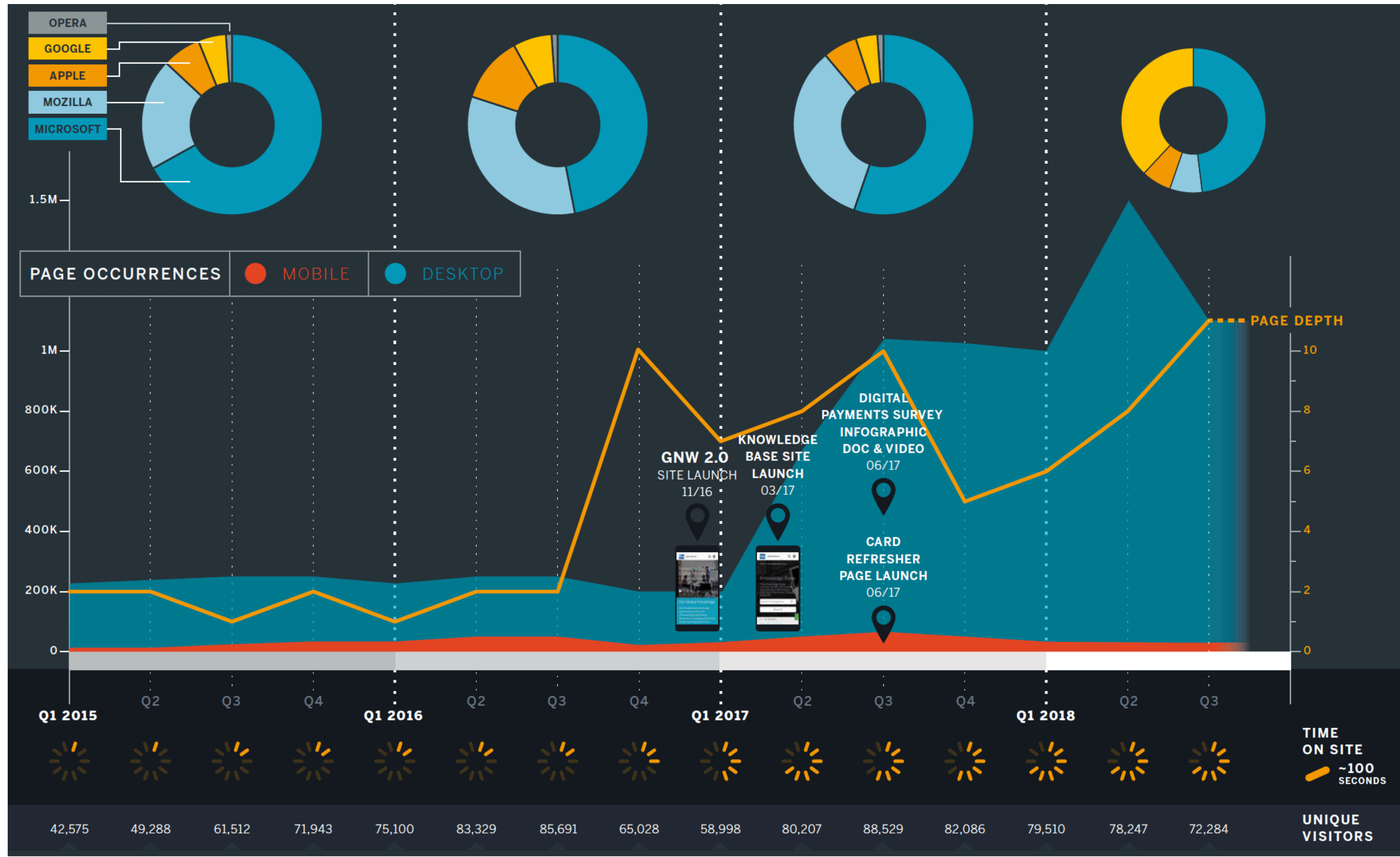# Content **AMEX** Digital Solutions Marketing

DIGITAL SOLUTIONS INFOGRAPHIC

DIGITAL SOLUTIONS VIDEO

DIGITAL TRANSFORMATION IMPACT

OPERA
GOOGLE
APPLE
MOZILLA
MICROSOFT

1.5M

PAGE OCCURRENCES   ● MOBILE   ● DESKTOP

PAGE DEPTH

1M

800K

**DIGITAL
PAYMENTS SURVEY
INFOGRAPHIC
DOC & VIDEO**
06/17

**KNOWLEDGE
BASE SITE
LAUNCH**
03/17

GNW 2.0
SITE LAUNCH
11/16

600K

**CARD
REFRESHER
PAGE LAUNCH**
06/17

400K

200K

0

Q1 2015	Q2	Q3	Q4	Q1 2016	Q2	Q3	Q4	Q1 2017	Q2	Q3	Q4	Q1 2018	Q2	Q3

**TIME
ON SITE**

~100
SECONDS

42,575	49,288	61,512	71,943	75,100	83,329	85,691	65,028	58,998	80,207	88,529	82,086	79,510	78,247	72,284

**UNIQUE
VISITORS**

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PERFORMANCE AT THE PRODUCT LEVEL

- Being data driven

- KPI's help drive larger decisions on the product roadmap

QUESTIONS?