



CX and Operational Excellence: Superior Customer Experience and Business Success

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CX Summit

30th January 2025 | Athens



VALUE to Employees, Customer, Business



Superior CX Requires Excellence from Everyone!



Define What Matters Most to the Customer!

Listen – Understand – Prioritize – Operationalize!

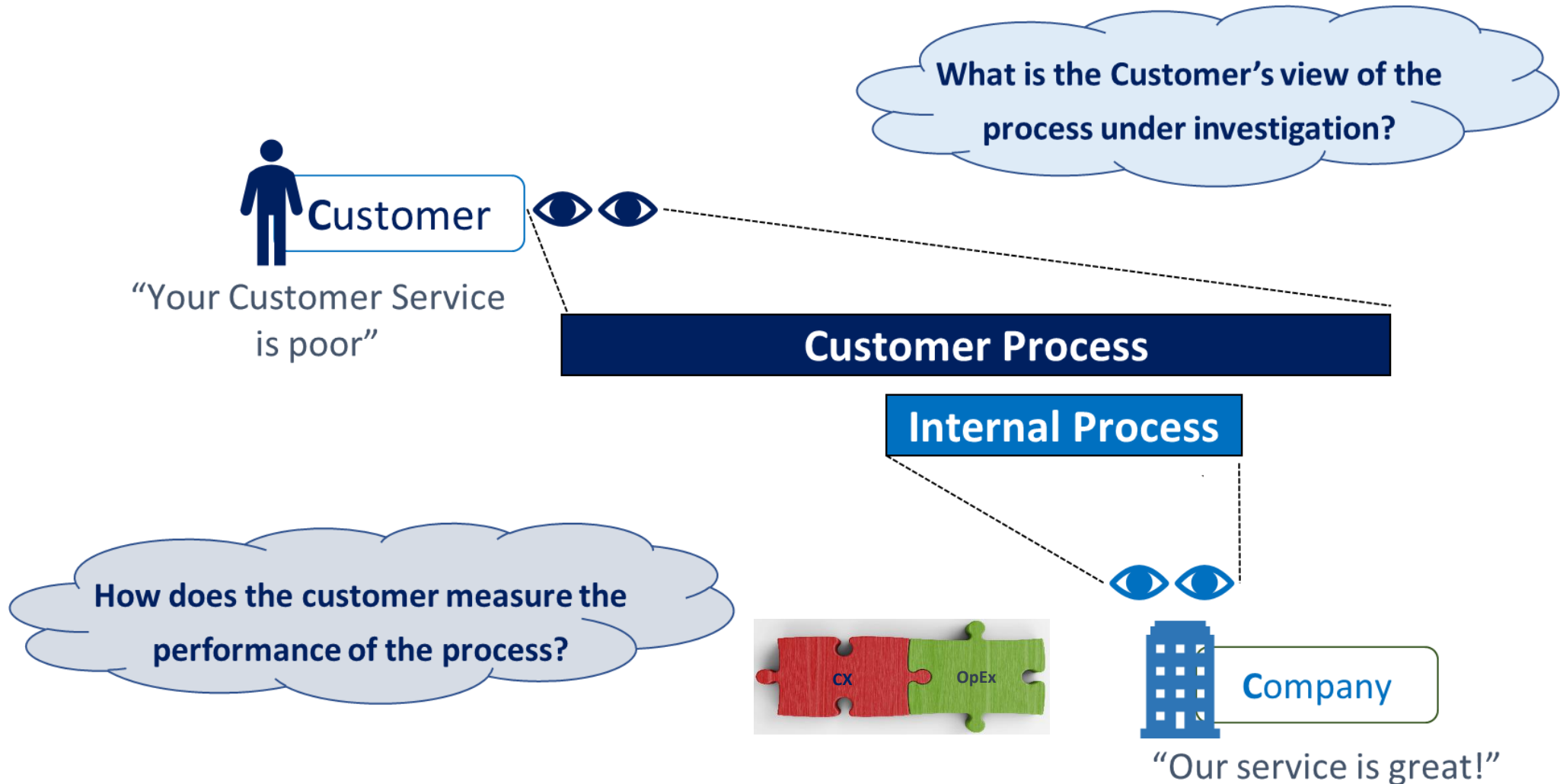


Must Be

Performance

Delighters

See from your Customers' Perspective!



Ensure You Can Deliver
Again...Again...and Again!

Go to the Place of Work and See!



Make the Internal Customers Visible!

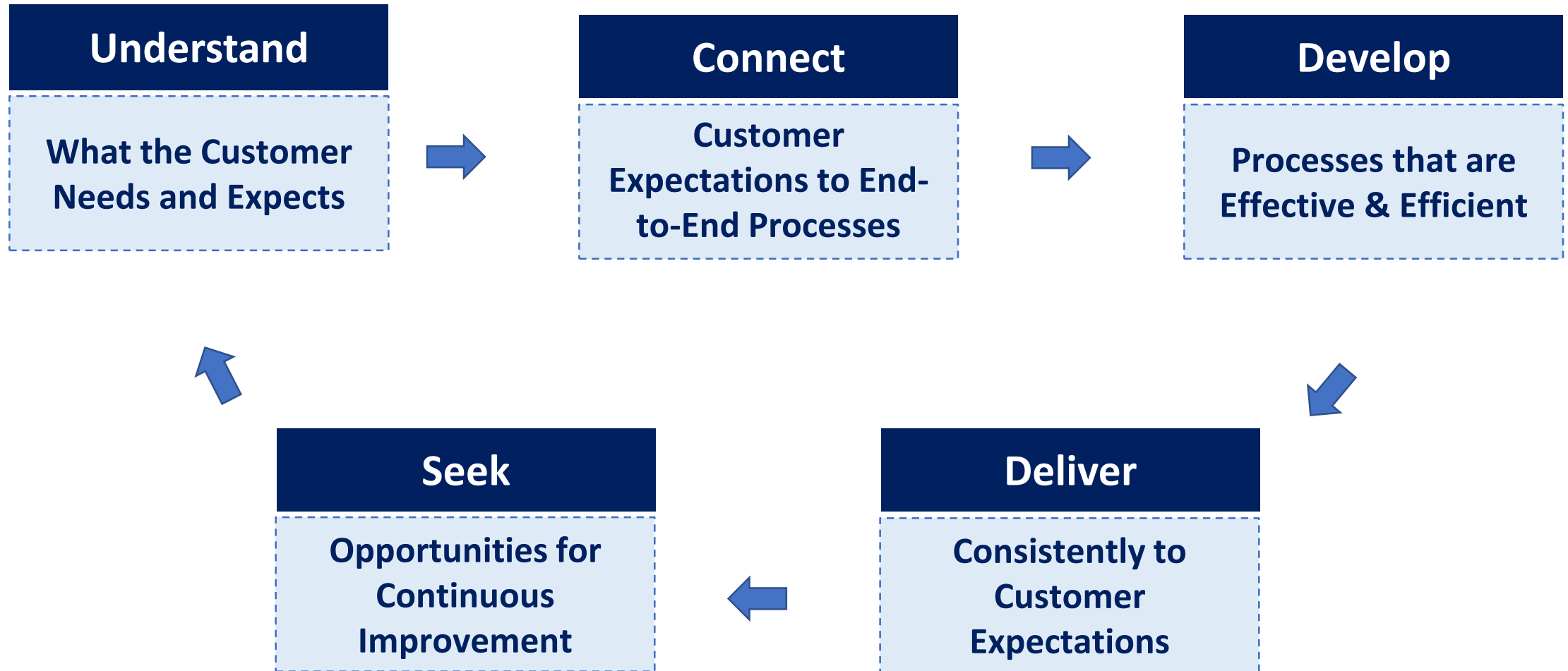


Understand the Drivers of Superior Delivery!



Develop a Holistic Approach!
Everyone impacts CX!

Connect All Pieces – Drive Continuous Improvement!



Customer Experience is Everyone's Business



Thank you! Easy Questions...Please!



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