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Innovate to Elevate!

A Journey through Mindset and Gen AI to Enhance Customer Experience

By **Francis Goh** (Hehsed Pte Ltd, Singapore & CXI Global Pte Ltd, Singapore & Bain & Company, Singapore)

ABOUT THE BOOK

As a 30-year veteran executive, Francis Goh brings to the table a unique blend of practical wisdom and certified expertise in Customer Experience (CX), Design Thinking, Agile, Scrum, and Lean methods. His deep understanding of Amazon's Working Backwards mechanism, honed during his tenure as a Digital Innovation expert at AWS, further enriches the insights shared in this book. These strategies are not just theoretical concepts but battle-tested solutions forged in the crucible of real-world challenges. Through his experience and expertise, the author aims to provide readers with actionable strategies and proven methodologies to navigate the ever-evolving landscape of technology and business with confidence and success.

The book unveils three powerful frameworks meticulously developed to help executives leverage innovation and Gen AI to develop their CX strategies. These frameworks serve as guiding lights, illuminating the path forward in a landscape marked by rapid technological advancement and shifting consumer expectations. With practical strategies and actionable insights, this book equips leaders with the tools they need to navigate the complex intersection of innovation and Customer Experience, driving transformative change within their organizations.

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