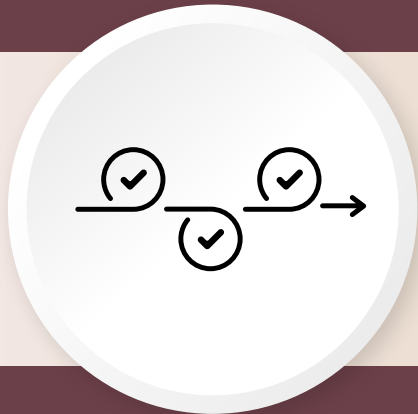
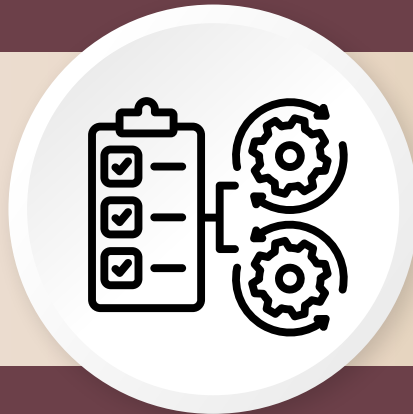


3 FOUNDATIONAL COMPONENTS TO AN EXECUTABLE DIGITAL CS STRATEGY



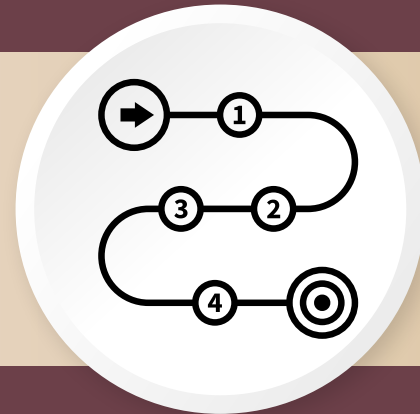
Digital roadmap

Maps your team's route
from current state to
your vision for digital CS



Automation plan

Determines the tasks,
activities, & messages
you'll take off your
CSMs' plates using
automation



Touchpoint map

Outlines every digital
interaction throughout
the customer journey