

# Techniques for Managing Customer Experience in Digital Applications

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*To provide superior service while assisting members and employees to achieve financial security, their goals, and ultimately, their dreams.*



# EXPERIENCE MANAGEMENT (according to me)

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ABOUT ME

ABOUT MSUFCU

OUR PROCESS

- Listen
- Test
- Internal Options
- External Partnerships
- Pivot or Commit



# **LISTEN**

**You can't manage an  
experience you don't  
know exists**







**TEST**

**Break it before  
you buy it**



# INTERNAL OPTIONS

What can you create in addition to buy in



# EXTERNAL PARTNERS

We're all in this together







# **PIVOT or COMMIT**

**If we're not all in,  
at least we learned**



A man with glasses, wearing a dark blue pinstriped suit jacket over a blue and white checkered shirt and a pink tie, is shown in profile, resting his chin on his hand in a thoughtful pose. He is in a fashion studio or atelier, with a mannequin to his left and various sewing tools and fabric on a table in the background. The background features purple and yellow walls with geometric patterns. The text "MAKE IT WORK" is overlaid in large, bold, black letters on the right side of the image.

**MAKE IT WORK**

Photo credit: Today.com



# TOP FIVE

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1. The voice of the customer drives experience
2. Test to ensure the experience is what you want
3. Leverage what you already have
4. Find partners you trust and who want to build with you
5. Make it work



**QUESTIONS?**

**LinkedIn:**

