



## STARTING A NEW CX PROGRAM AND GETTING DÉJÀ VU?

### ARE YOUR INSTINCTS SAYING: "THIS WON'T WORK EITHER!"

You may not have the data, but you have the experience. Trust yourself. Because the last thing you want is a shiny new CX initiative that dies on the vine.

**And here's the truth:** CX and EX strategies won't succeed unless humans are at the center of your efforts.

What if you led with compassion and curiosity? What if you offered experiences instead of products and services?

## THE OUTCOMES



A repaired CX paradigm



New insights on human behavior



High value customers



Passionate productivity and retention



Better relationship with your instincts



Feeling seen, heard and understood



## BETH KARAWAN

**12** years as an Agency-side Strategic Planner

**7** years as a Consultative Market Research Supplier

**7** years as a Client-side Brand Strategist



Intuitive Customer Clairvoyant



Knows When to Make the Donuts



Human Behavior Geek

## EMPLOYEES THAT BELIEVE = CUSTOMERS THAT DON'T LEAVE

*ImprintCX helped us uncover key insights for our customer marketing strategy and shopping experience. Understanding the motivations of our customers is a game changer with lasting impact. Working with the ImprintCX team was a true partnership.*

— Kimberly Snead, CMO, Bookshop.org

*Data and research and trends, oh my! As we're all skipping down roads less traveled to excite and engage consumers in the ever-changing marketing world, I'm grateful to have Beth by my side. She is passionate, intuitive, easeful and tireless. She's got the whole package: brains, heart and courage. (C'mon. You had to see that coming.) And it makes a difference. There's no place like Alcone's Consumer Lab™. And there's no one like Beth.*

— Alan Shapiro, Chief Creative Officer, Alcone Marketing Group

I don't collect clients. I collect opportunities for BIG impact. If this resonates, *let's talk.*

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