Forrester’s Customer Experience Council is an exclusive network of peers, analysts, and advisors connecting you with the leading practices to accelerate business growth. A dedicated advisor will help senior customer experience leaders apply insights from forward-looking research and best practices of an exclusive network of peers and analysts to navigate risk and accelerate their key initiatives.

### TOP MEMBER PRIORITIES
Our members’ priorities drive the Customer Experience Council agenda throughout 2020:

1. **Craft a vision for the customer experience.**
   - Measure the quality of experiences and their link to overall metrics (KPIs).
   - Understand your customers in-depth through research.
   - Prioritize your CX initiatives for business success.
   - Design experiences based on your vision and customer understanding.
   - Create a culture of shared values and behaviors that focus on employees delivering on great CX.
   - Enable employees and partners with the resources needed to deliver the right experiences.

### KEY QUESTIONS
- How do we know what a good customer experience vision looks like, create a customer experience vision of our own, and then use it?
- How do we track and analyze what happens when customers interact with our brand, how they perceive those interactions, and what they do as a result?
- How do we allocate company resources based on what matters most to both our customers and our organization?
- How do we use idea generation, prototyping, and testing with customers to design great experiences?
- How do we get employees to align and execute on our vision, and deliver the right customer experiences?

### LEADERSHIP EFFECTIVENESS
- Lead change.
- Increase cross-functional influence.
- Improve team performance.
- Balancing strategic vs. tactical needs.
SAMPLE MEMBER LIST

The following organizations have one or more members in the CX Council:

<table>
<thead>
<tr>
<th>AARP</th>
<th>Freddie Mac</th>
<th>Sanofi Pasteur</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allied Irish Bank</td>
<td>Humana</td>
<td>Shell International</td>
</tr>
<tr>
<td>Bank of America</td>
<td>Jack Henry &amp; Associates</td>
<td>Suncorp</td>
</tr>
<tr>
<td>CVS Pharmacy</td>
<td>Macys</td>
<td>U.S Department of Transportation</td>
</tr>
<tr>
<td>Daimler Trucks</td>
<td>Microsoft</td>
<td>UPS</td>
</tr>
<tr>
<td>Duke Energy Services</td>
<td>National Grid</td>
<td>Wells Fargo</td>
</tr>
</tbody>
</table>

EVENT HIGHLIGHTS

In addition to ongoing Advisor, peer and analyst calls, members are invited to join Council Calls and in-person Member Meetings.

COUNCIL CALLS

January 2020 – March 2020
- **Council-Exclusive Webinar**: Leverage Your Membership in 2020: CX Council Kick-Off
- **Cross-Council Webinar**: X Marks The Spot – Engaging With Generation X
- **Council-Exclusive Webinar**: Executive Storytelling: Before And After Customer Journeys

April 2020 – June 2020
- **Council-Exclusive Webinar**: Future-Proofing Your CX Strategy
- **Member Panel**: Early 2020 Wins
- **Virtual Workshop**: Change Management For CX

*Topics and timing of future virtual meetings are determined by our members’ priorities and published six months in advance.*

MEMBER MEETINGS

In-person, advisor-facilitated working sessions with peers and analysts. Plan now to attend the CX Council’s most important events.

Spring member meetings
- Boston, MA, February
- San Francisco, CA, March
- Chicago, IL, April
- Sydney, AU, April
- London, UK, May
- New York, NY, June

Fall member meetings
- Singapore, September
- London, UK, November