

## **My Favorite Interviews this Year with Top Customer Experience Executives**

Sometimes discussions with company executives reveal a lot more about case studies, press releases and even independent reviews. We have been privileged to be able to interview a number of professionals over the last several months, and we wanted to share them with you now.

These interviews present a unique look into business strategy, products, and the interviewee's thoughts on current industry trends. Take a look – each one is worth a read.

### **1. Zappos: A Customer Experience That Happens to Sell Shoes**

An Interview with Jonathan Wolske, Culture Evangelist at Zappos Insights. If you know nothing about Zappos customer culture, you should start googling now. Zappos, the world's largest online shoe store, has an incredibly unique company culture and a customer service policy, which is so bold, it's turned their Nevada offices into a tourist attraction! Zappos is an inspiring example of the importance of customer service and of how pushing the limits can pay off huge.

<http://cx.walkme.com/ZAPPOS-A-CUSTOMER-EXPERIENCE-COMPANY-THAT-HAPPENS-TO-SELL-SHOES/>

### **2. Practice Fusion: How Providing a Personalized Customer Experience Dramatically Transformed One Company**

An Interview with Aaron Bloom, Operations Associate at Practice Fusion. With so many differing customers across various verticals, how can you provide a customer experience that directly appeals, assists and addresses the individual customer?

Bloom explains how his company's Customer Experience was drastically improved by providing personalized, contextual customer engagement and guidance.

<http://cx.walkme.com/HOW-PROVIDING-A-PERSONALIZED-CUSTOMER-EXPERIENCE-DRAMATICALLY-TRANSFORMED-ONE-COMPANY-INTERVIEW-WITH-PRACTICE-FUSION-OPERATIONS-ASSOCIATE/>

### **3. nibblr: How General Mills Builds Extraordinary Customer Engagements**

General Mills is a large enterprise covering dozens of brands. One of its newest brands, nibblr, is building its reputation on positive customer interactions. At this early stage of deployment, positive word-of-mouth is critical. nibblr must work twice as hard as General Mills' more established brands to ensure its online customer experiences are positive and burden-free.

In this interview, Maria Chapellin, Marketing Manager at nibblr, shares with us how she and her team are developing truly memorable customer experiences.

<http://cx.walkme.com/HOW-GENERAL-MILLS-BUILDS-EXTRAORDINARY-CUSTOMER-ENGAGEMENTS-INTERVIEW-WITH-NIBBLR/>

#### **4. Ytel: Where to Focus When Your Contact Center Migrates to the Cloud**

An interview Nick Newsom, the CEO of Ytel. We had a great discussion which examines many of the most important issues for contact centers these days.

Newsom shares his thoughts on a wide range of contact center topics- how to handle cloud migration, the challenges of training agents, and the importance of allowing your customers to succeed.

<http://cx.walkme.com/where-to-focus-when-your-contact-center-migrates-to-cloud-interview-with-ceo-of-ytel/>