

## **Session Summary**

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### **Identifying the Levers for an Unrivaled Customer Experience**

This presentation reveals the value of making the statistical link between internal, operational measures to the customer experiences that drive customer loyalty. Cisco's business analytics team identified the key operational measures that have the most impact on both their objective customer experiences as well as their subjective customer perceptions. This served as the catalyst for engineers to transform their life cycle success criteria to accelerate time to market, improved quality, and reduced inefficiencies. We will also share perspectives on the next challenge in predicting individual Customer experiences in scalable, meaningful manner.