



Customer Experience

From the outside

David Wales

Founder, SharedAim Ltd

SYSTEMSTHINKING

MACHINELEARNING

PROJECTMANAGEMENT

DATANADDIGITAL

CUSTOMEREXPERIENCE

EMPLOYEEEXPERIENCE

ARTIFICIALINTELLIGENCE

INNOVATION DESIGNTHINKING

CHANGEMANAGEMENT

In 2009, we had a question

Why don't the public do as they are
told or we expect them to?









To discuss the human
side of customer
experience and
organisational
improvement

 www.linkedin.com/in/davidatsharedaim

 david@sharedaim.co.uk

 www.sharedaim.co.uk