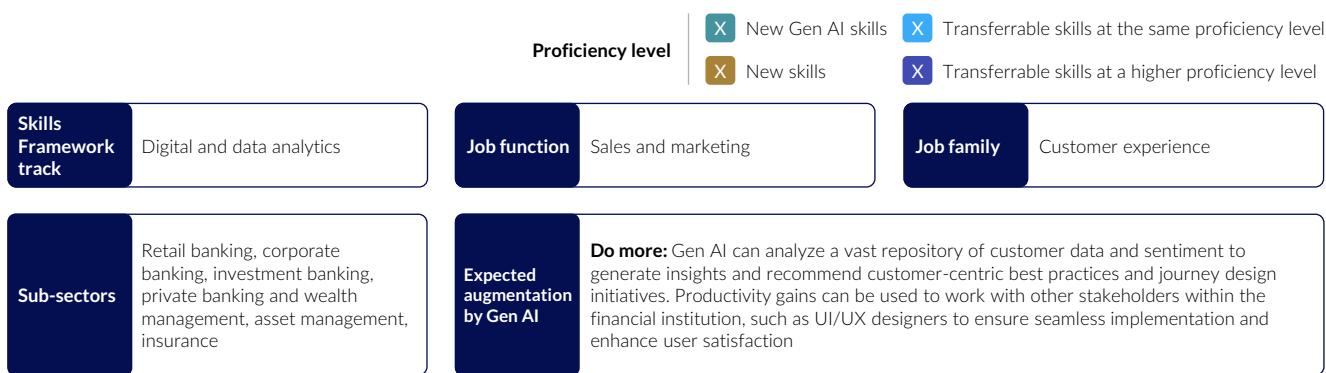


## Head of customer experience/Head of user experience



### Key tasks that can benefit from Gen AI

Critical work functions	Key tasks
Promote a customer-centric culture	Draft the organizational guide for customer-centric best practices and processes, and communicate across networks
Build customer and/or user journey design initiatives	Evaluate customer and/or user journey design initiatives for implementation Communicate key insights and recommendations on customer and/or user experiences strategies to senior management
Develop customer and/or user experience strategies	Evaluate recommended experience strategies for enhanced customer and/or user experiences
Implement customer and/or user journey design initiatives	Review the implementation plans for the customer and/or user journey design initiatives Deliver insights, feedback, and recommendations on new initiatives to senior management

### New Gen AI skills

Gen AI strategy	5	Gen AI innovation, R&D, and innovation management	5	Prompt design	5
Leading Gen AI-enabled transformations	5	Ethical frameworks for Gen AI	5	Gen AI principles and applications	5
Gen AI data governance	5	Regulatory, legal, and risk management compliance in AI and Gen AI	5		

DO MORE