

ACCELERATING THE CURVE

Shifting the corporate mindset to drive a culture of CX innovation

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I COULD TALK ABOUT...

OUR INNOVATIVE CX TRANSFORMATION EFFORTS

FASTSTART

How we set up a lab to accelerate improvements to our consumer experience – beginning with service



BUILDING BLOCKS

1. Deep customer empathy
2. Go broad to go narrow
3. Use rapid experimentation
4. Build and scale with the segments

Humana

ITERATIVE

See the problem versus solve the problem
Crucible not a crib
Blank slate



APPROACHES

Mash-up of Lean Six Sigma, Lean Start-up,
Design Thinking, Agile
Use common sense

VALUES

Inspire Health. Cultivate Uniqueness.
Rethink Routine. Pioneer Simplicity.
Thrive Together.



STRATEGY

Reduce bureaucracy, remove silos, be nimble
Friction points
Scrappy not crappy

GUARDRAILS

Keep it legal
Preserve our brand
Protect our revenue



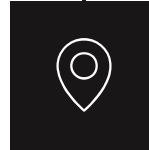
COLLABORATION

Two-pizza teams, multi-disciplinary
Frontline, organically organized
Wear multiple hats

Humana

IMPACTS

Use of AI live calls improving NPSt,
issue resolution and AHT
Greater associate engagement



CORE BEHAVIORS

1. Strive for shared vision
2. Cultivate genuine trust
3. Own the outcomes
4. Speak truth while preserving the relationship

AWARDS & RECOGNITION

CXPA Innovation Award
Top 40 Healthcare Transformers
Featured in Inc., Forbes, Wall Street Journal



ROLLER COASTER

Highs and lows

INSTEAD ...

Humana



CORPORATE



KEEP IT REAL



RELEASE



INTRODUCING...



TWO PERSONAS

Humana



WEAKSAUCE

Humana

“ SOMETHING THAT IS OF A POOR OR DISAPPOINTING STANDARD OF QUALITY ”



WEAKSAUCE

WATERER



EASY



ANXIOUS



KNIGHT



SYMBOLS



ALMOST



UNLIMITED



CAN'T



ENVY





BADASS

Humana

“ A TOUGH, UNCOMPROMISING OR INTIMIDATING PERSON ”

MRS...

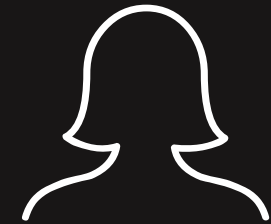
BRAVE



ARTISTIC



DOER



BADASS

ANALYZER



SOLVER



SOLID



EXPERIMENTER



SCRAPPY



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BADASS

“ The status quo dies hard. After all, it has one of the most powerful forces on the planet as its ally... fear. Enemy of change, stealer of ambition. Fear is the champion of the half measure, the checked swing, the almost there. It softens the hard stance, rounds a sharp edge and dulls the shine of a new idea. None of us can pretend to be fearless. But every day we have the chance to decide how much influence our fears deserve ... we figure if something excites us tremendously there'll be enough people on the planet to make a business of it ... If not, then not. It's a liberating thing, this leaving fear on the side of the road. Because we did not caution our way or temper our enthusiasm. A life in any form should never be a compromise, a settling for something less than spine tingling ...

Courage changes everything.

Partial copy of Porsche ad in Delta Airlines magazine

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FEAR



GREED



ATTACHMENT

BADASS



FULL OF

S H I F T

Humana



Humana

SQUIFFY

Humana





LIVE IT

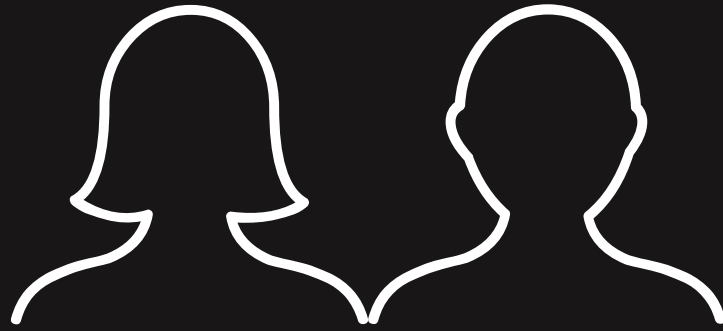
BRAVE **A**RTISTIC

SHOW IT

DOER **A**NALYZER **S**OLVER

LOVE IT

SOLID



BE A BADASS

THANK YOU

CONNECT WITH ME



@GETSABRIT



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