

DRIVING DELIGHTFUL CX THROUGH DIVERSITY



Ghazal Thukral

Head of Channel Sales

Google



Driving Delightful Customer Experiences Through Diversity

Google

Ghazal Asif

Director of Channel Sales, EMEA



LEAN IN

WOMEN. WORK. AND
THE WILL TO LEAD

SHERYL SANDBERG

PEONY
Enriched with
Virgin and Coconut
Oil and Aloe
Vera
Directions: Rub
on face and neck
for moisture.



Search mail



Pete Atkin

Fwd: Leadership meeting, 8th June

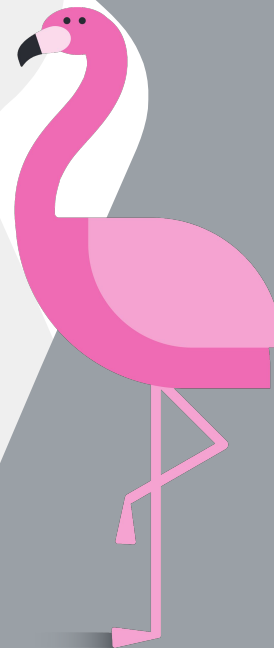
Hey Ghazal, enjoy this book, I look forward to discussing it at our leadership meeting...

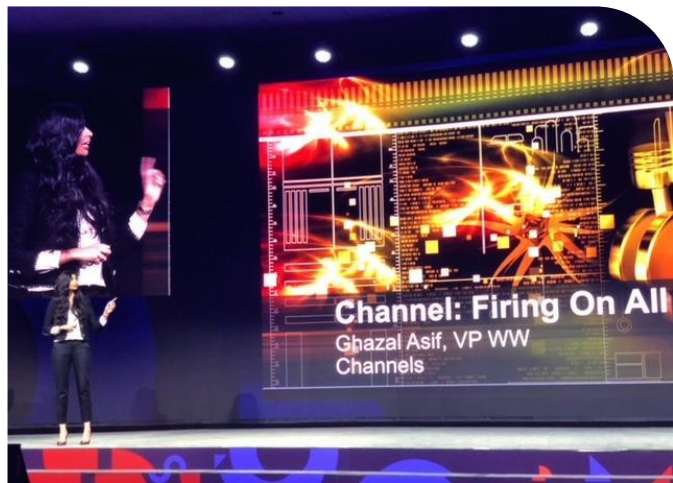




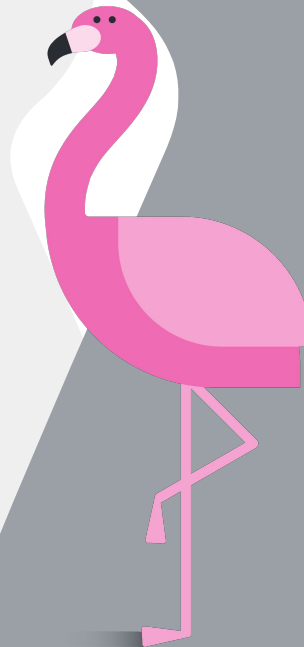


Usually youngest, woman,
person of colour.



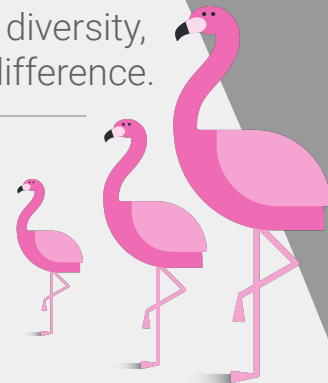


Not the co-ordinator, but
the keynote speaker.





Owning my diversity,
to make a difference.





what does **diversity** mean today?



21% ↗

Outperform in profitability

Top quartile gender diverse
executive teams

Source: McKinsey & Company. Delivering through diversity.





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ICI

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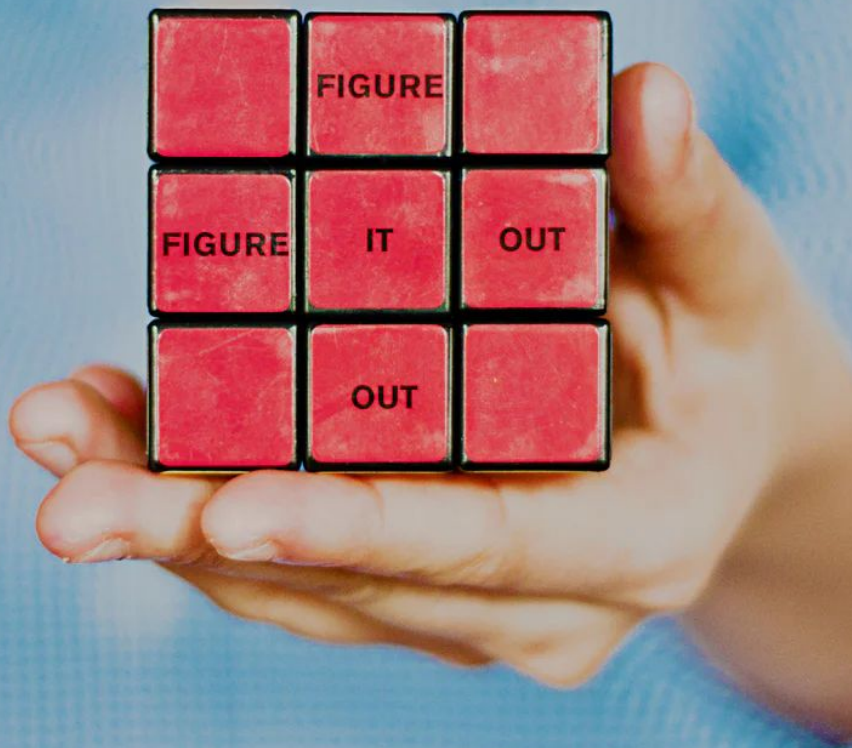
10€

15€



how to build delightful customer experiences?





Great minds think differently

20% ↗

Enhance innovation

30% ↘

Identify & reduce risks

One size

does **not** fit all



Diversity spreads understanding

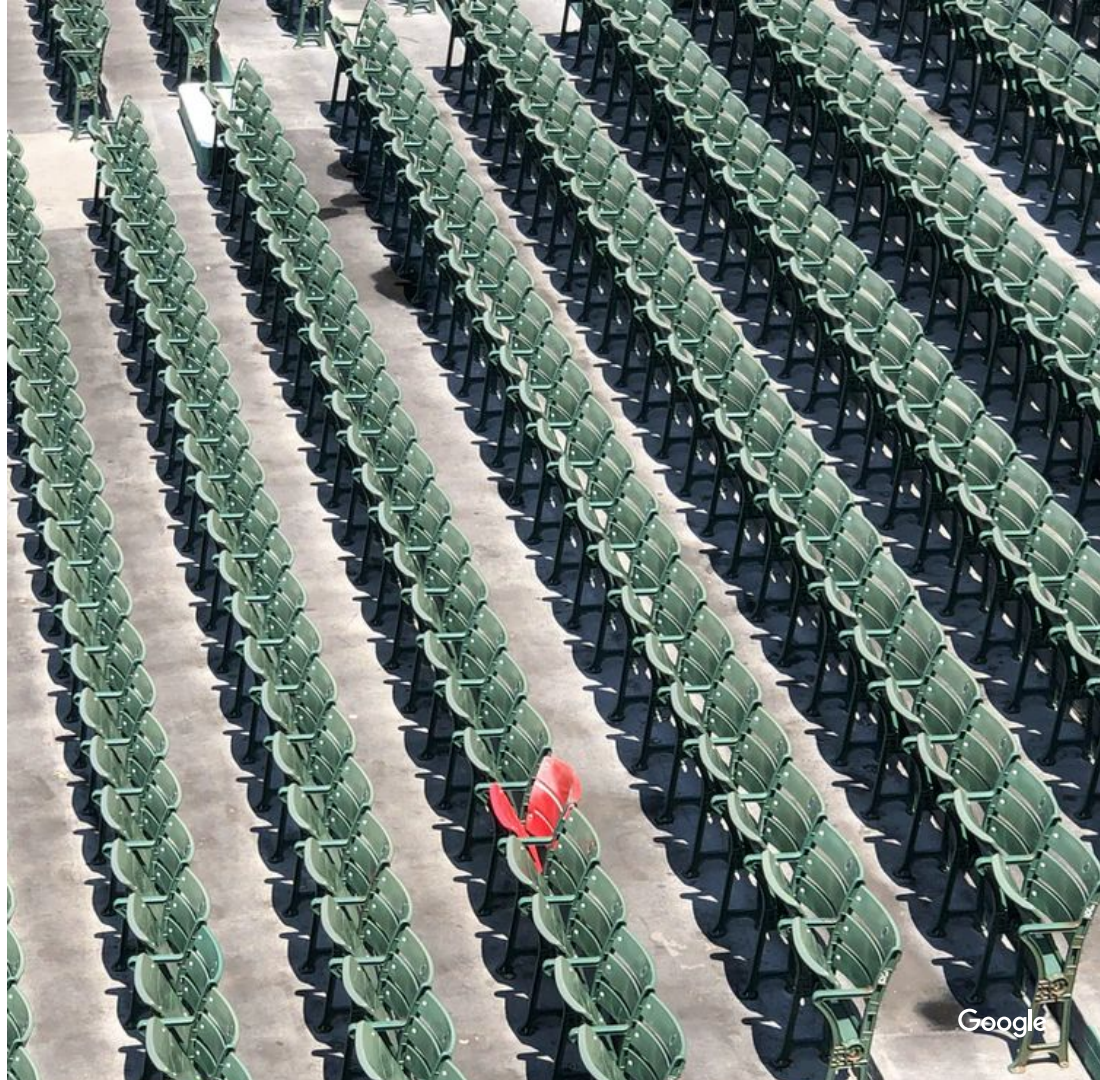
1x

Team member shares a customer's ethnicity.

>Doubles

Entire team's understanding of that customer segment needs.

Source: Harvard Business Review





← Lower Context

Higher Context →



Switzerland



Germany



USA



Australia



Brazil



Spain



Japan



how grow focus on diversity & inclusion?





Leadership
Commitment



Skilled
Passion



Biggest
Impact



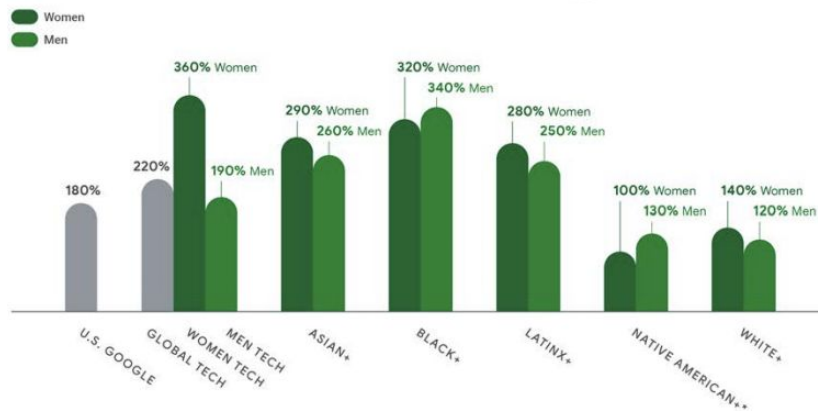
360%



Women hired

Growth rate since 2014

2014-2020 intersectional headcount growth rate





Diversity & Inclusion work hand-in-hand

31% ↓

Negative sentiments
for **Diversity**

61% ↓

Negative sentiments
for **Inclusion**



why does inclusion feel so magical?



Social belonging is hardwired in our DNA

40%

People feel isolated at work.

\$8B

Wasted by US businesses each year
on *Diversity* trainings without impact
as they neglect *Inclusion*.

Source: Harvard Business Review





Balance voices
in meetings



Assess your
inner circle



Check your
affinity bias



