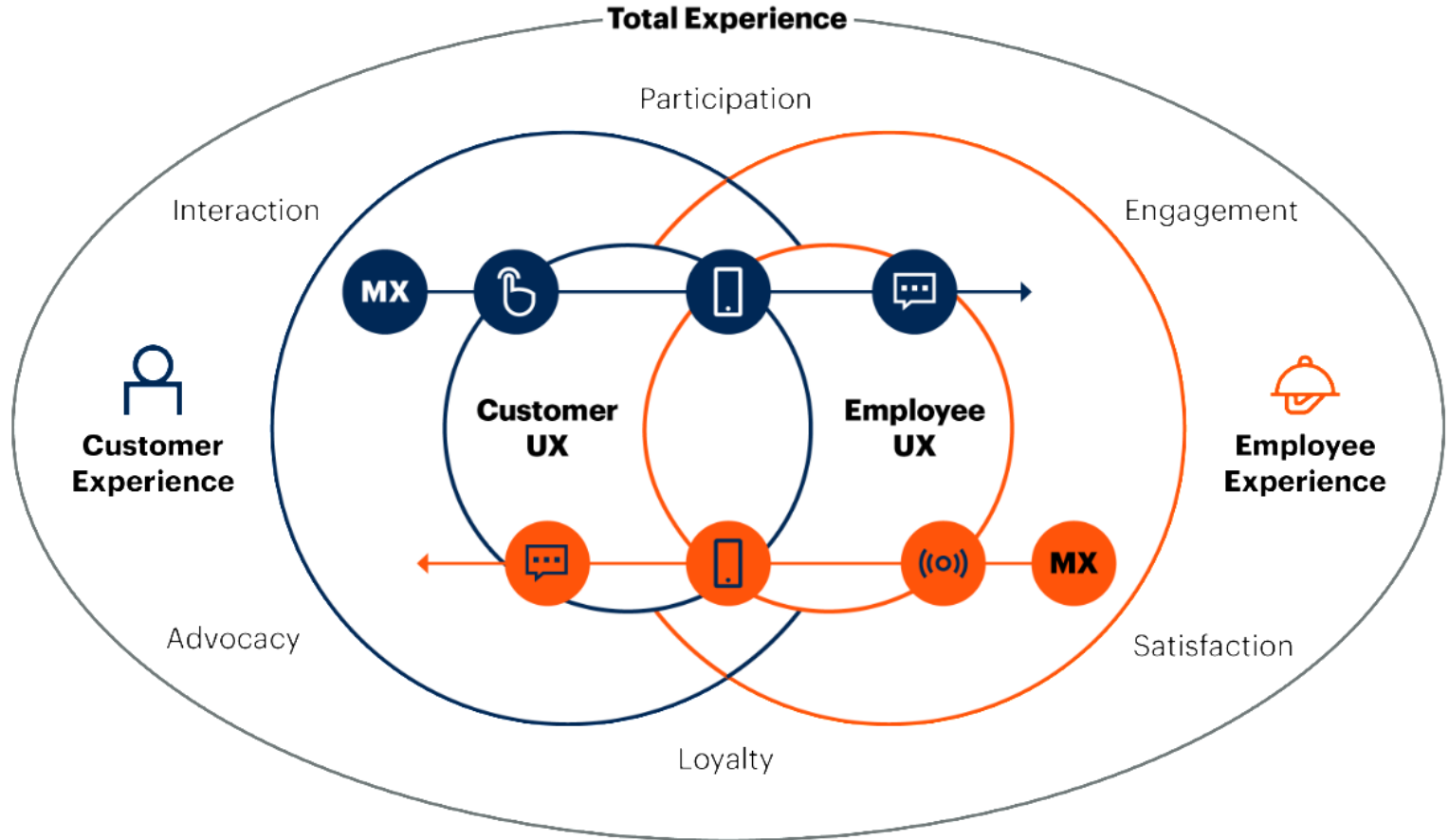


Delivering  
a distinctive  
client experience  
**White & Case**

Simon Johns

# Total Experience interlinks the Ex disciplines



## Total Experience:

Creating shared superior experiences for our lawyers and business services staff, regardless of what role they play in the Firm by **interlinking**:

Customer Experience (CX)

Employee Experience (EX)

User Experience (UX)

Multi-Experience (MX)

# Why TX: The Silos of Experience Disciplines

**Customer  
Experience**



**Employee  
Experience**



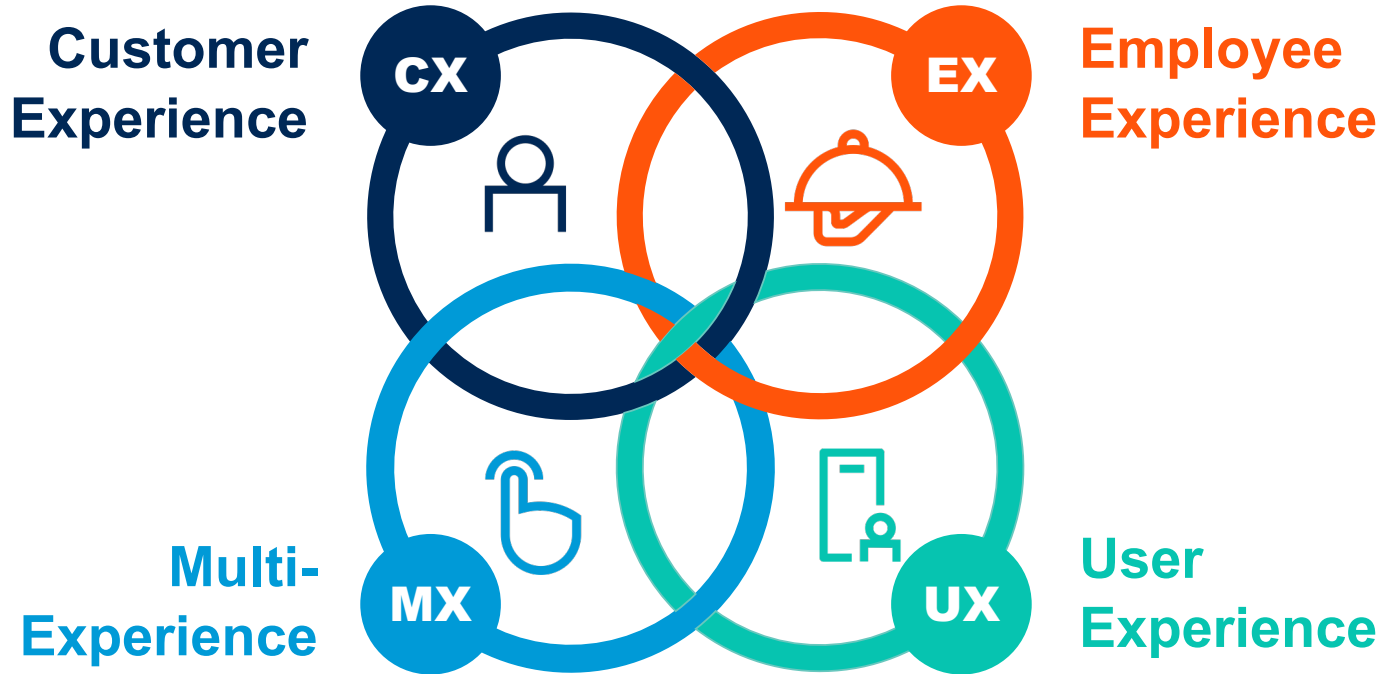
**Multi-  
Experience**



**User  
Experience**



# Total Experience Synergy



Total experience is not about just one audience, but **intertwining intersections** for multiple audiences.

# What Total Experience Answers

## Customer Experience

How do we **increase engagement**?

How can we keep lawyers happy?

What problem can we help them solve?

## Multiexperience

Do we have the right platforms?

What provides the **right interaction** based on each persona?



## Employee Experience

What is **most important**?

How do we help them progress?

What can we improve at minimal expense?

## User Experience

What are the **friction points**?

How much effort does it take to get what they need?



It's not just about who is in your workforce now, but who will be in the very near future...



