



**WHERE PEOPLE AND  
TECHNOLOGY COME TOGETHER**

**MT**

**BOZEMAN  
MONTANA**

**XM**

# About us

## commonFont is:

- A premier professional services provider focused exclusively on XM technology, strategy, and solutions

## confluence is:

- commonFont's Experience Management Summit hosted in Bozeman, MT
- An intimate, in-person event for members of the commonFont community designed to facilitate learning and foster organic connections for XM practitioners
- Unlike any other industry conference due to the size, structure, and setting of the event



# Hosted in Downtown Bozeman, MT

## Getting here:

Downtown is 8 miles from BZN-Yellowstone International Airport. BZN offers direct flights to 24 markets daily

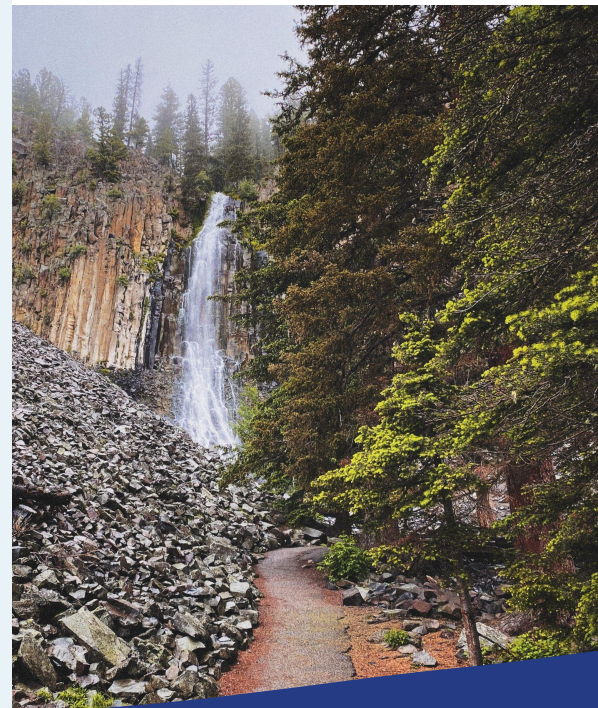
**In and around downtown:** Shopping, restaurants, yoga, barre, and fitness studios, art galleries, walking trails

**In and around Bozeman:** World class fly fishing, hiking, mountain biking, 90 miles to Yellowstone National Park, 50 miles to Big Sky Resort

# Big Sky Experiences

## Building Community

- *A River Runs Through It*
  - Wooden boat float on Yellowstone River
- *Mountaintop Connections*
  - Guided hike
- *Afternoon on the Town*
  - Artisan chocolate tasting, printmaking workshop, happy hour



# Meals and Entertainment

- *Social Club Dinner*
  - Dinner and networking at one of Bozeman's most popular evening destinations
- *Closing Party*
  - Exclusive Founders Dinner at an upscale downtown Bozeman eatery



# Organizations Represented at confluence



# Our Fantastic Speaker Lineup



# Key Takeaways from confluence 2022:

- 1 The next horizon of XM is Human-Centric**
- 2 Empathy-driven personalization is at the heart of XM
- 3 Emphasize managing vs. measuring experiences
- 4 In your XM journey, take one step at a time
- 5 Drive CX through EX
- 6 commonFont: Your expert guide on the XM journey



# 1 The next horizon of XM is Human-Centric

## Motivation

Inspired by human traits, needs, empathy, and emotions

## Personalization

Deeply understand your employees and customers to positively impact individual experiences

## Outcomes

Anticipate the next best action to be rewarded with durable business outcomes like loyalty and trust

“

**We gather together  
and look to new  
horizons.**

**Abby Schlatter**

*CEO & Co-founder, commonFont*

”

- As Experience Leaders, it is up to us to leverage technology in the best interests of the humans we serve.



“

**Human-Centric XM  
is comprehensive,  
personalized at scale,  
and predictive with a  
purpose.”**

**Matt Fulton**

*Managing Director of Client  
Services & Co-founder, commonFont*

”



# Where we've been

- Direct, explicit feedback from solicited survey responses
- A rich, and well-mined vein of insights and impact

Photo by Darmau Lee on Unsplash

# Where we're headed

- Total understanding of customers and employees through Human-Centric XM
- Durable positive business outcomes driven by loyalty, trust, and genuine, personalized experiences

Photo by Darmau Lee on Unsplash

“  
**Human-Centric XM can be broken down into four interconnected capabilities.**

**Aaron Demro**

*Sr. Solutions Director, commonFont*

”

- The Experience Summits: Capture, Unify, Personalize, Anticipate
- To progress, you must orient yourself to where you are today, clearly outline your route forward, assemble the right team, and take the trail one step at a time.



# The Experience Summits

**CAPTURE**

I hear you

**UNIFY**

I remember you

**PERSONALIZE**

I understand you

**ANTICIPATE**

I care about you



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**Building deep-rooted connections requires listening, understanding and caring.**

**Brad Anderson**

*President, Products & Engineering, Qualtrics*

”

- Companies will seek to deeply understand individual human journeys
- Conversational Analytics will continue to grow:
  - In the last 12 months, Qualtrics had 1.2B survey records, vs. 1.8B speech records (analyzed conversations)



“  
**Design experiences to  
be more in tune with  
how human attention  
and memory works.**

**David Yokum**

*Director, Brown University Policy Lab*

”

- Piloting and contextual verification is key
- Make sure you have feedback loops in place to establish institutional memory for long-term learnings, not just one-time experiments



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“  
**VoC can help organizations break out of the Metric-Centric trap.**

**Raj Sivasubramanian**  
*VoC Manager, Airbnb*

”

- Shift your reporting focus from trending to targeted insights
- Create insight-specific packets of information for specific teams



“

Unless we're projecting feedback to inform future experiences, we're treating XM as experience *measurement*, not Experience Management.

**Matt Fulton**

*Managing Director of Client Services & Co-founder, commonFont*

”



“  
**There is no single  
perfect measure.**

**Nat Bishop**

*Director, Digital Research,  
Fidelity Investments*

”

To establish metrics for digital, ask yourself these three questions:

- 1. How much of what this metric measures is in our control?
- 2. What does this metric say to others within our organization?
- 3. What actionable changes can we impact from this metric to enhance CX?



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“  
**Emphasize progress over  
perfection.**

**Nat Bishop**

*Director, Digital Research,  
Fidelity Investments*

”

- Adopting the Agile Methodology is a way to launch quickly, test and learn, and pivot when necessary
- Respond to change iteratively and periodically. Don't wait months/years for a big reveal





“

**Design for change at every stage of your program's maturity.**

**Bill Schimikowski**

*Sr. Director, Head of CX, Drizly*

”

- Understand challenges across the organization
- Create a CX Vision informed by those challenges
- Look for quick wins and opportunities to add value through actionable insights
- Gather, analyze, and share VoC feedback to build an impactful program



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**Exceptional experiences  
create higher levels of  
engagement.**

**Angela McClure**

*Global Chief Experience Officer, FMCNA*

”

- This starts with employees and partners
- Think about combining EX and CX: “How do we serve our customers through our people?”



“

**In order to show up  
with our ideas in  
earnest, we must first  
belong.**

**Nilofer Merchant**  
*Author and Co-Founder,  
The Intangible Labs*

”

- Onlyness is the concept that you (and only you) stand in a spot that is a function of your history, experiences, visions, and hopes. From this spot, you can offer your distinct perspective and ideas
- If there is not a community that welcomes onlyness, people will sublimate themselves to survive in an organization



“

**Human-centricity means embracing the uniqueness of each individual. As a leader, you have to know when to take a step back and give your team that next push.**

**Robbi Thatcher**

*VP of Experience Management,  
Analytics & Insights, UnitedHealth Group*

”



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“  
**commonFont is on a mission to create exceptional experiences for clients, expansive opportunities for teammates, and enduring contributions for communities.**

**Joel Maxwell**

*Managing Director of People Ops*  
commonFont

”



# Our Teammates are Known for Their:

## THOUGHT LEADERSHIP

As CX and EX experts, we identify opportunities for innovation and ensure alignment with industry best practices.

## CLIENT-CENTRIC APPROACH

We put your business and strategic objectives at the forefront of program design and advancement.

## EXPANSIVE TECHNICAL EXPERTISE

Our capabilities support a comprehensive strategy that leverages each client's unique XM technology stack.





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**Live in the moment.  
When you really  
want something,  
take action.**

**Supaman**

*Member of the Apsáalooke Nation,  
dancer, hip-hop artist*

”





**confluence**  
BY commonfont

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