

Humanizing the Digital Experience

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There are pivotal moments in every business category where success can be redefined simply by changing your perspective, or angle of approach. That's what **'top of the podium'** digital companies like Uber, facebook and Netflix have figured out – that digital technology and innovation does not give business owners a free pass to growth.

The consistent thread for every company who wants to build a tribe of raving fans is simple. Stop thinking "Digital Technology", and start creating "Emotional Relevance".

Join Jeff Roy as he takes you under the hood and shares his team's path to humanizing the digital experience. You'll learn why they exist as a brand, and how they implemented a multi-faceted digital strategy to evoke emotional relevance as a fundamental element of their customer journey.