

— THE —  
**STRONACH**  
GROUP

**CUSTOMER EXPERIENCE**



**IN THE AGE OF THE CUSTOMER**

ZACHARY LEIFER

# HELLO



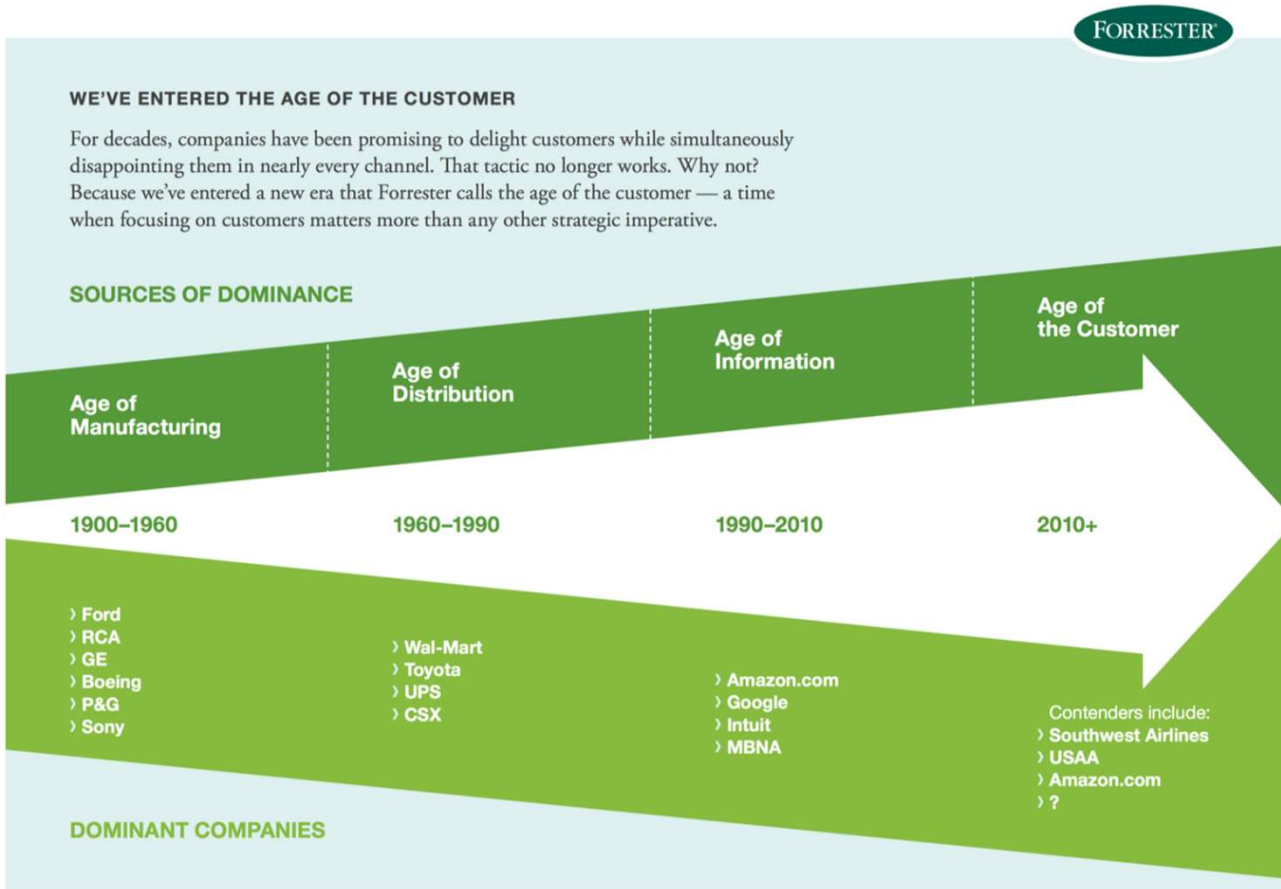
Zachary Leifer

- Chief Marketing Officer at 1/ST Technology, SVP Acquisition & Retention at The Stronach Group

Experience:

- Vice President Corporate Information Technology at Las Vegas Sands Corporation
- Vice President Digital Marketing & Ecommerce at Las Vegas Sands Corporation
- Online poker and gaming
- Luxury retail
- Major League Baseball Advanced Media

# THE AGE OF THE CUSTOMER

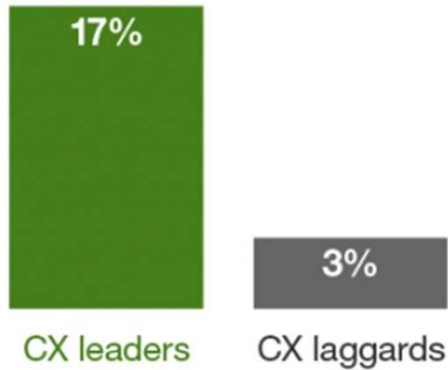


In the age of the customer, businesses that are dominating their respective markets are **customer experience obsessed**.

# INVESTING IN CUSTOMER EXPERIENCE (CX)



Compound average revenue growth,  
2010 to 2015



CX leaders  
grow revenue  
faster than  
CX laggards.

Today, customer experience innovation requires an investment in technology and **DIGITAL TRANSFORMATION.**

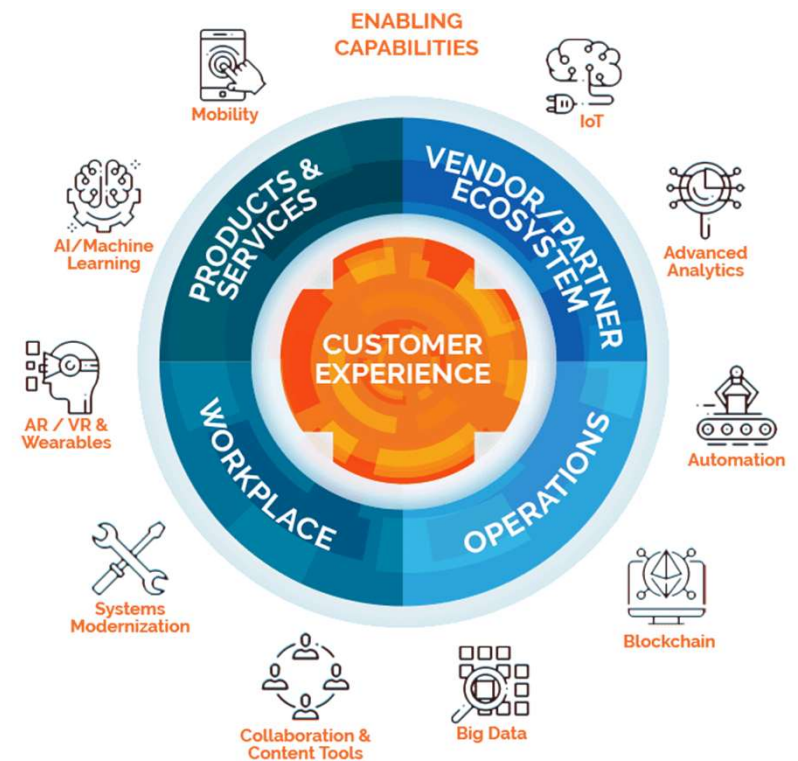
Source: June 21, 2016, "Customer Experience Drives Revenue Growth, 2016" Forrester report  
[forrester.com/cxindex](http://forrester.com/cxindex)

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# WHAT IS DIGITAL TRANSFORMATION

**Digital Transformation** opens new paths to growth by leveraging digital technologies, trends, operating structures, and business models.

But it's not just about technology, it's about developing **superior, on-demand customer experiences**.



# TSG's COMMITMENT TO DIGITAL TRANSFORMATION

- Mobile first, frictionless, convenient experiences
- Digitalization
- Blockchain
- Robotics and automation
- Location based services
- Facial recognition
- Data Science, Machine Learning, and Artificial Intelligence
- Internet of Things (IOT)
- Cloud based, centralized, remote support
- Rearchitecting legacy platforms to deliver additional value

“Horse racing is the last great sporting legacy platform that has not yet fully modernized. We’re doing that.”

- Belinda Stronach, Chairman and President

