

The INSIDE View's Chief Experience Officer, Crystal D'Cunha is an innovative Customer Experience Engineer.

Her purpose and her passion have always been to IGNITE leadership teams to inspire excellence, EXCITE Employees to be consistently committed, and DELIGHT Customers to be loyal for life!

Crystal has designed The INSIDE View's Signature Sales System:
The 7 steps to Customer Experience Excellence (CXE)!

As an award-winning entrepreneur, accomplished Senior Executive, and Customer Experience Expert, her experience spans more than 20 years of success in the retail, construction, and non-profit industries. Honoured with the "40 Under 40" business achievement award and nominated 2017 for the Women in Business award, Crystal has led a sales team to achieve the Avid Rating Award for CX and was recognized to be among the top 25% of builders nationwide. It was a proud moment in her career when over 93% of their homebuyers said they would recommend the homebuilder to family and friends.

Crystal attended York and Brock University, is a Certified International Keynote speaker with the John Maxwell team, has been trained by Tony Robbins, and is a Disney Institute graduate. Crystal contributes to her industry by engaging in several boards including the Customer Experience Week Canada board.

Crystal D'Cunha, CLC, CPS

Chief Experience Officer



crystald@gettheinsideview.com

Direct: 289.969.VIEW(8439)

Check us out, we would love to connect!

- <https://www.linkedin.com/in/crystald1/>
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- <https://drive.google.com/open?id=16-6Puqy10bCJACSi0CAyhpolBk0PH84k>

As the The INSIDE View's Chief Experience Officer, my purpose and passion has always been to engineer experiences that last a lifetime! My experience over the last 20+ years has allowed me to stay focused on the most important part of any business: THE PEOPLE! That is what lead me to design The INSIDE View's Signature Sales System:

The 7 steps to Customer Experience Excellence (CXE)

Early in my career I had the ability to design experiences that delighted customers on sensory level with Danier Leather, allowing me to learn that creating an experience is more than just great service, but must appeal to our senses if we want to create a memory that lasts!

As an award-winning entrepreneur, accomplished Senior Executive, and Customer Experience expert, my experience spans more than 4 decades of success in retail, hospitality, construction, and non-profit industries. Business has changed exponentially over this time, and I'm honoured to be recognized by my peers as a thought leader winning multiple awards and nominations as our business world transitions from customer service to CUSTOMER EXPERIENCE!

Driving sales and service for large scale business across Canada, achieving record breaking industry success for CX Excellence, and providing small business the ability to execute CX practices that result in up-leveling revenue, culture, and customer satisfaction are just a few of the accomplishments that I take great pride in.

In 2015, with the rise of Uber, Netflix, AirB&B, and many other industry disruptors, I took my passion and purpose to the next level by founding the INISDE View, a Customer Experience Design Firm; As experience engineers we introduce industry leading CX practices to small and medium sized enterprises. We work with organizations to design experience strategies for both employees and customers.

We build strategic plans that enforce transformation, cultivate a culture of excellence, produce a high level of customer satisfaction, creates instagrammable moments, increased customer retention, employee engagement, and of course 5 star reviews!

In our arsenal we have over 100 courses that support delivering outstanding customer experience; topic such as communication(email, social, and in person), business ettiequite, leadership, sales, mindset mastery, journey mapping, hiring top talent, coaching confidence, and our experience excellence academy just to name a few.

As a loud and proud football mom, I can also share that I've attended York and Brock University, am a Certified International Keynote speaker with the John Maxwell team, have been trained by Tony Robbins, and am Disney Institute graduate.

If you are curious about the the 7 steps to customer experience excellence, and have a few questions around CX (like where to

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start!!?) you are welcome to reach out to me at: crystald@gettheinsideview.com

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The seven steps to Customer Experience Excellence (CXE)

By IGNITING leadership teams to inspire excellence, EXCITING Employees to be consistently committed, and DELIGHTING Customers to be loyal for life, I've had the great pleasure of being strategic and successful with experience design for a variety of industries.

Early in my career, I could design experiences that delighted customers on a sensory level with Danier Leather, allowing me to learn that creating an experience is more than just excellent service, but must appeal to our senses if we want to create a memory that lasts!

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If you are curious about the 7 steps to customer experience excellence and have questions around CX (like where to start!?) you are welcome to reach out to me at crystald@gettheinsideview.com

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