

Elevator Pitch



Hi Bob, thanks for the invitation to the board meeting. Here's what I plan to cover in my presentation:

Though we try to dedicate ourselves to the customer experience, our perception of our services may not accurately reflect what our customers experience. That was the case at my previous companies. They thought they knew their users, yet public opinion and stock prices were dropping.

In order to stay relevant, we need to transform our efforts to understand our users into a systematic approach that every department can follow. Studies have shown that every dollar spent investing in the user experience returns between \$5 and \$100 dollars!

My proposed plan will gradually introduce UX into Gamma in both the near and long term, and that should help us stay ahead of our competition for years to come. Thanks again for realizing the value of UX.