

# Trend to CX

- Traditionally, in electronics industries, product planning is one of the most important stages in product development
- About 10 years ago, when Smart Phones became popular and customers want their TVs to be smarter as well, those companies tried to have service planning capabilities within
- Recently, product and service planning has been changed to the term CX, “Customer Experience”
- Fundamentally, we are planning and developing product and services to provide our customers with better customer experiences
- This trend to CX might be similar in tourism industry as well

가보고 싶다

Ga Bo Go Sib Da

- As one of the enthusiastic tourists, I think customer experience in tourism can be described as this Korean expression.
- This expression means “want to go and experience” somewhere.
- Tourism is not just about “go” or “visit” somewhere. It should be about “go/visit and experience” the places.
- How could we have this kind of feeling before?



From movies...

Or from  
amusement  
parks...



# For the Resilient Tourism

- Tourism experience was stopped by unprecedented Pandemic
- Our customers, tourists, are eager to find new experiences
- This means quite a lot to people in not only tourism industry but also tech industry
- It's an open-ended question that how people can travel even when they cannot move physically
- There must be chances that we, electronics company, can make our customers feel "Ga Bo Go Sib Da", and those customers will go/visit and experience somewhere once they are available

