



Mastering Experience Management

Unlock the Power of XM and XLA[®] for Business Impact

Panel

October 15, 2026

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(Facilitator)

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Webinar presented by:



Rae Ann Bruno

HDI Sr. Business Associate

President, Business Solutions Training, Inc.



EXPERIENCE-FOCUSED LEADER

Specializes in IT service management (ITSM) and experience management (XM), helping organizations bridge the gap between how services are designed and how they are actually experienced.



PRACTICAL EXPERTISE, REAL RESULTS

Deep expertise in ITSM process improvement, Knowledge-Centered Service (KCS), and experience management. Helps organizations reduce friction, improve knowledge flow, and increase adoption by taking an outside-in, experience approach.



CONNECTING PERFORMANCE AND EXPERIENCE

Partners with IT and support teams to deliver services that perform effectively while improving the day-to-day experience for employees and customers, strengthening IT's role as a trusted business partner.



RECOGNIZED THOUGHT LEADER

Multiple-time HDI Top 25 Thought Leader and inducted into the HDI Top 25 Thought Leaders Hall of Fame. Recipient of the HDI Lifetime Achievement Award. A frequent speaker at industry events, APMG-certified trainer (XLA Foundation & Experience Practitioner), and member of the HDI Conference Advisory Board.





Kiah Davis

Continuous Improvement, Support Now
Chick-fil-A, Inc.



INAUGURAL RECOVERY AUDIENCE EXPERIENCE LEADER

Selected to lead Chick-fil-A's inaugural Recovery Audience Experience initiative in 2025, expanding the focus beyond Restaurant Guests to include Operators and Team Members across the organization's recovery experiences.



TRANSFORMATION EXPERT

Lean Six Sigma Black Belt with 13 years of experience in transformation, process improvement, and operational strategy.



DESIGN THINKING IN PRACTICE

Brings design thinking to the forefront of how experiences are understood, designed, and improved while preserving the care and distinctive Chick-fil-A brand experience.



BALANCING PEOPLE AND OPERATIONS

Puts the audience at the center of transformation while balancing empathy and experience design with the operational realities and complexities of a contact center environment.



Jessica Caceres Kennedy, SSM

ITSR3 Quality Management Coordinator | Tech Solutions

World Bank Group

Also known as: Service Management Analyst



QUALITY & CLIENT EXPERIENCE LEADER

Leads quality management for HQ and Latin America IT Support, designing frameworks that advance data integrity, client satisfaction, and service excellence through actionable analytics.



CHAMPION FOR EXPERIENCE MANAGEMENT

Brought XLAs and experience insights from a concept she believed in to a practice the organization is actively advancing—building understanding and support across executives and teams through a grassroots approach.



BRIDGES EXPERIENCE AND OPERATIONAL EXCELLENCE

As a quality management lead, sees experience management not as separate from operational excellence, but as the lens that makes it complete.



MODERNIZATION AND INNOVATION FOCUS

Certified in SAFe Agile with strong ITSM expertise, she also leads AI-enabled initiatives aimed at modernizing support.



Joe Fugere, PMP, XM Practitioner

IT Service Center Director

Technical Support Center | Field Services | AV

University of Alaska Anchorage (UAA)



EXPERIENCE-DRIVEN LEADER

Leads UAA's Service Desk, Field Services, and AV teams with one goal: to turn every customer into a "Raving Fan."



FROM TRAINING TO ACTION

Began his XM journey with formal experience training, quickly sharing it with his managers and leads, and putting it into practice across IT.



EXPANDED IMPACT ACROSS THE UNIVERSITY

Partnered with Student Success to understand how IT can support students from acceptance through graduation, using journey maps, survey data, and ticket analysis to create a prioritized list of IT-enabled Student Success initiatives, each with an XLA. Now applying the same approach with the Employee Experience team to improve new hire and employee experiences.



PROVEN RESULTS AND RECOGNITION

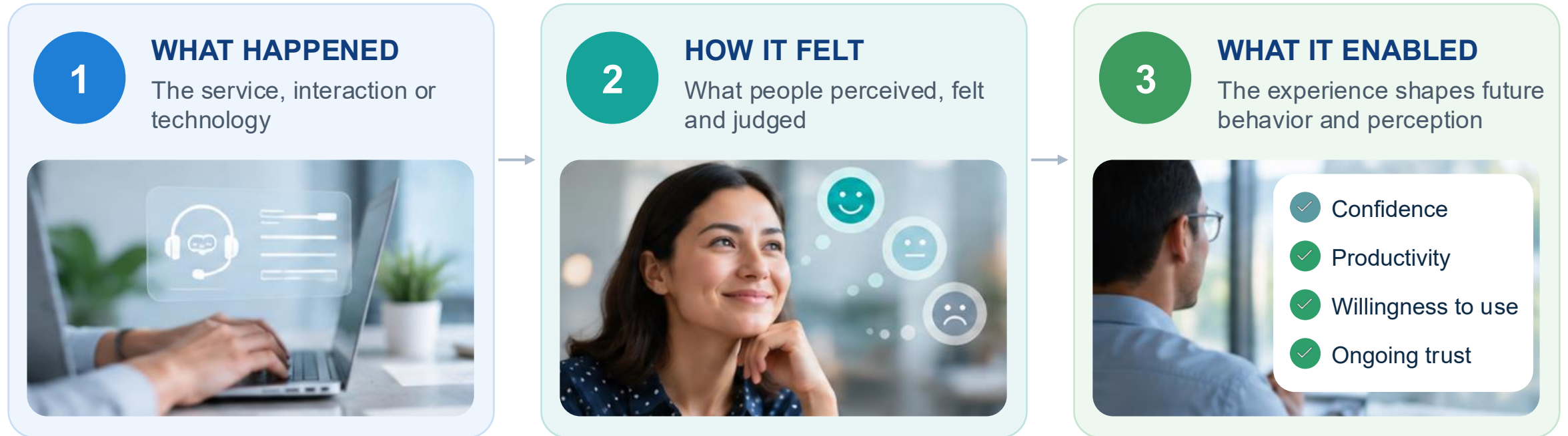
Helped build an XM service culture within IT, earning the HDI Best Customer Experience Award in 2024.

Brings 30+ years of experience as a certified Senior Project Manager, with a practical, outcome-focused approach to experience management.

What is Experience?

Experience is **the emotions, feelings, and judgments people form** as they live through an event or interaction.

Source: XLA Institute – HDI Experience Management and XLA® Foundation course.



The same service can create a different experience for different people.

XLA vs. SLA

Both are agreements — with different focus.



XLA

Experience Level Agreement

- Measures how people feel (X-Data).
- Uses experience indicators (XIs).
- Focuses on the desired experience and moments that matter.

Example (XLA)

Being content with your cell phone.

- Battery life
- Charging time
- Ability to read the screen when you are outside



SLA

Service Level Agreement

- Measures service performance.
- Includes service components like availability, support, and reliability.
- Uses measurable standards such as response time, resolution time, and KPIs.

Example (SLA)

Cell phone service.

- Available at least 95% of the time
- Response time is 15 minutes
- Resolution time is 4 hours
- Service quality KPI met

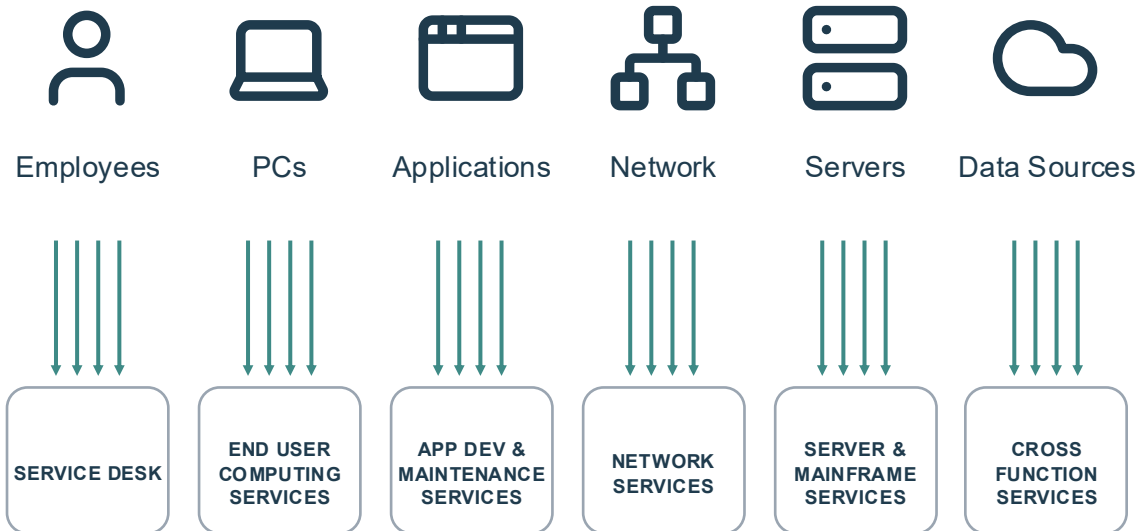
XLAs bring a whole new dimension to IT service delivery

HOW ARE WE DOING WITH EMPLOYEE EXPERIENCE?

ARE WE DOING WHAT MATTERS FOR THE BUSINESS?

XLAs are measured horizontally end-to-end

SLAs are measured vertically in silos



ARE WE DOING WHAT WE SAID WE WOULD?

HOW WELL ARE WE DOING IT?

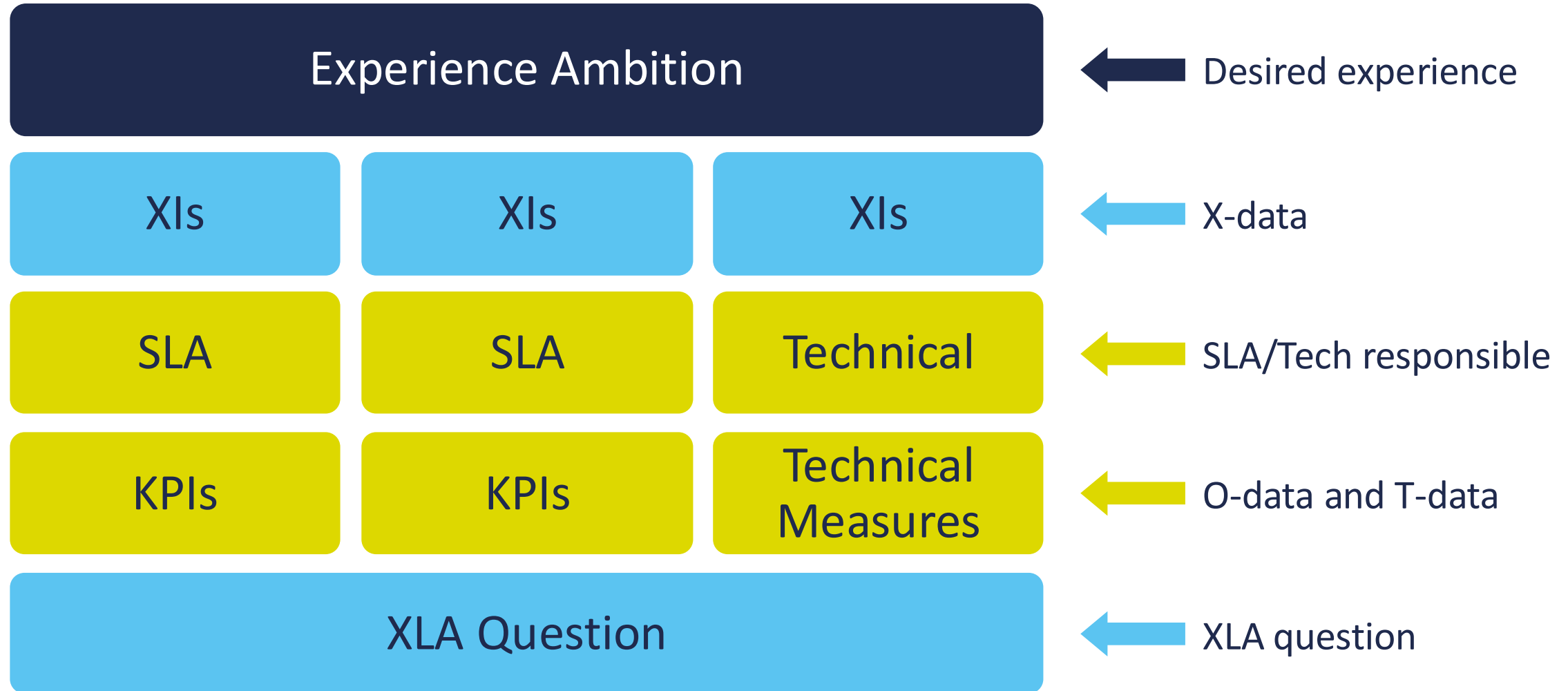
Introducing

The Experience Management Journey



- 1. Enlighten**
 - Inspire your ecosystem.
- 2. Explore**
 - Know where you are.
- 3. Envision**
 - Know where you are going.
- 4. Enable**
 - Create your XLAs.
- 5. Execute**
 - Put your XLAs into operation.
- 6. Embrace**
 - Act on experience findings.

Introducing the XLA Stack™



The XLA Stack™ Example

A digital workplace that enables productive and successful employees through stable and easy-to-use technology with valued support when needed.

How do you feel about the last interaction with the service desk?

How content are you with the performance of your laptop?

Can you work well with the applications you use most often?

Service Desk

Hardware Department

Application Management

Response time
Lead time
Call duration

Boot time
Battery life
Processing power

Crashes
Freezes
Response time

Can you work well with your digital workplace?

What Does a Great Experience Look Like?

Experience indicators for the IT Walk-In Center at the World Bank



I felt respected and professionally supported by the IT team during my visit to the IT Walk-In Center.



My issue was resolved or meaningfully progressed during my visit, without needing unnecessary follow-up.



I was able to receive IT assistance without an unreasonable wait, and the visit moved efficiently toward a resolution.

UAA Employee Journey Map

Employee Journey for a New Member

Focus on EE & IT perspective

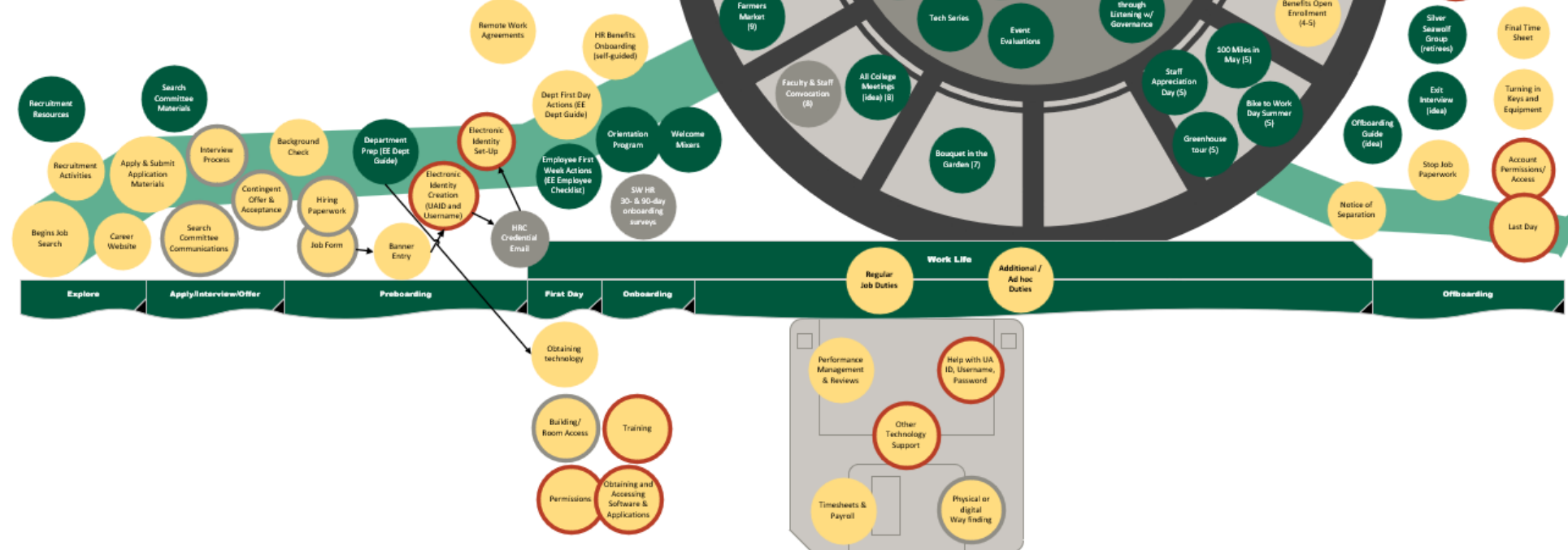
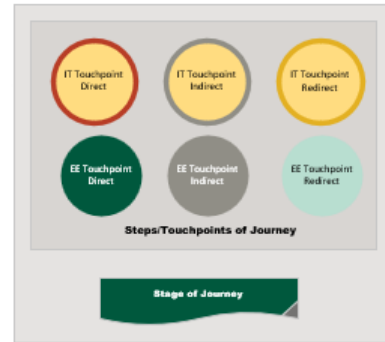
This employee:

Is a regular, full time exempt/non-exempt staff member

Is new to the UA system

Starts: When a potential applicant searches for available positions

Ends: Employee leaves the UA system



Student Journey for a Traditional Student

Focuses on academics & attending class and an IT perspective

This student:

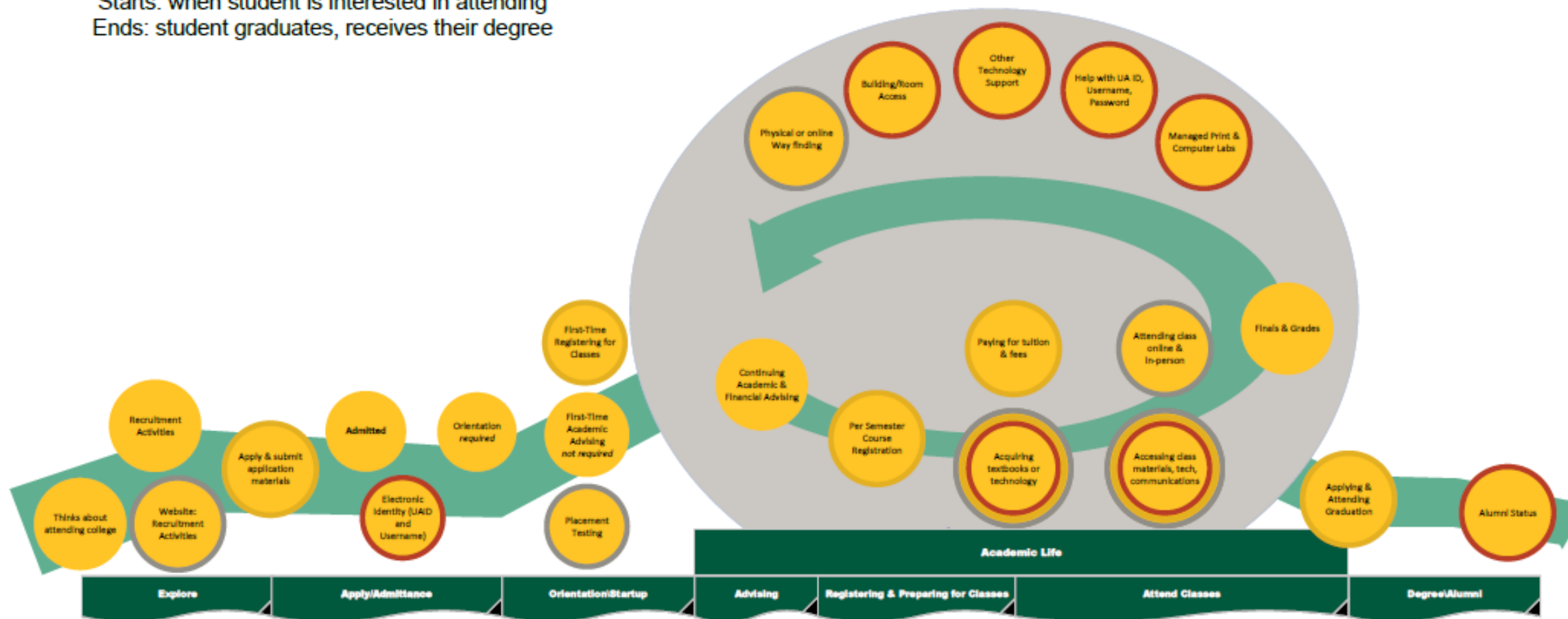
Consistently attends Fall/Spring semester.

Takes summers off.

On track to graduate on time

Starts: when student is interested in attending

Ends: student graduates, receives their degree



UAA – Student Touchpoints

Admitted

Current IT Support

- IT Automated processes to setup: UA ID Number, UA Username, FGEN email address, AD Account, Google, M365 (might be post course registration), Blackboard LMS (post 1st course registration)
- Email/Letter to setup credentials

Future IT Support

- Work with Functional Area Experts for continual service improvement of automated processes.
- Inform new student how to utilize available IT Services (discounted student computers, M365 software, benefits, etc.) – look into mentioning some of these earlier in the journey
- *Create student activity touchpoint record*

Electronic
Identity (UAID
and Username)

Current IT Support

- UAID and username generated in Banner when student record is created
- Student instructed in a welcome comms to set up acct in ELMO
- TSC helps with set up or password/log in support

Future IT Support

- ELMO being accessible
- Easy instructions for set up and self-service
- Assess self-service auto-stops (when do they need to call TSC)
- *Create student activity touchpoint record*

UAA – MFA for Students XLA

MFA for Students XLA

Provide students peace of mind by delivering a seamless, secure, and user-friendly Multi-factor Authentication (MFA) solution, ensuring their accounts and personal information are secure and protected.

Were you able to complete MFA setup without contacting IT support?

On a scale of 1-5 how secure, seamless, and easy was MFA easy to use?

Do you feel your accounts and personal information are more secure because of MFA?

UAA IT

UAA IT

UAA IT

CSAT for MFA Tickets
MFA Student Ticket Count

CSAT for MFA Tickets
Same Student MFA Ticket
Counts
MFA Usage Counts

CSAT for MFA Tickets
MFA Student Ticket Count
MFA Usage Counts

Desired Experience

The XI sub-questions, answers provide indicators of what shapes Experience

The SLA contracted party, responsible for delivering the service

KPIs – consider available data sources