

## CEMEX Go Online Stores



### CEMEX Go Adoption 2020

Best performance of the year

[https://cemex.sharepoint.com/:v:/s/GlobalCustomerExperience-Team/EaDZ\\_QZwlsxBsSRt\\_u51lj8B\\_LedG0Ogh2869IVn1cftYA?e=JagZ6V](https://cemex.sharepoint.com/:v:/s/GlobalCustomerExperience-Team/EaDZ_QZwlsxBsSRt_u51lj8B_LedG0Ogh2869IVn1cftYA?e=JagZ6V)

## Data Foundations



Meet *Barbara Mendez*  
Responsible for Customer  
Experience Office at Spain

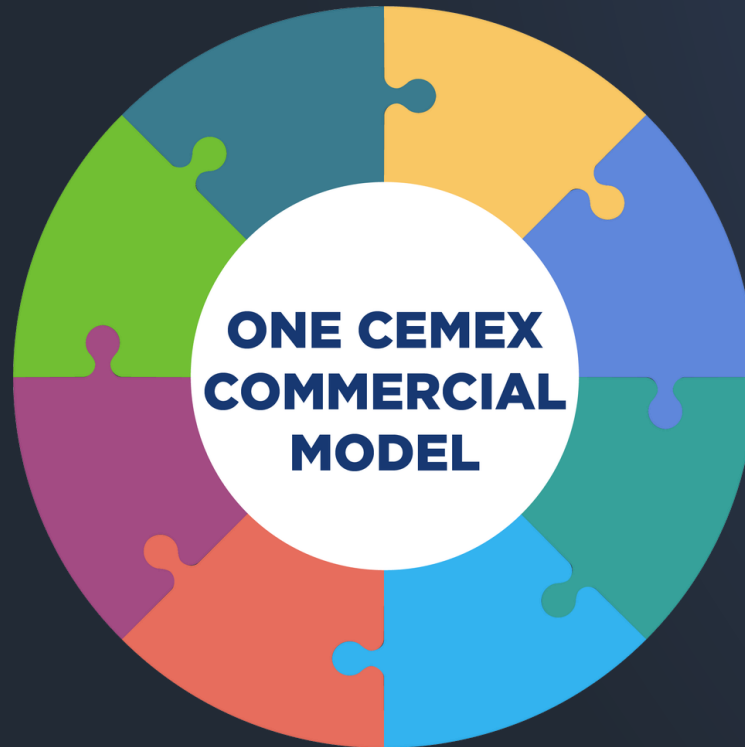
<https://web.microsoftstream.com/video/191476f2-8f73-43d8-9ca7-f4a9be2de70c?list=studio>

## Master Data Management



<https://web.microsoftstream.com/video/d4f2d282-b6a2-47a5-a620-10439eef5bc5?list=studio>

## CUSTOMER EXPERIENCE HUB



Customer Experience Hub

## SERVICE DELIVERY MODEL



Service Delivery Model Pre read  
North Star Journey Video