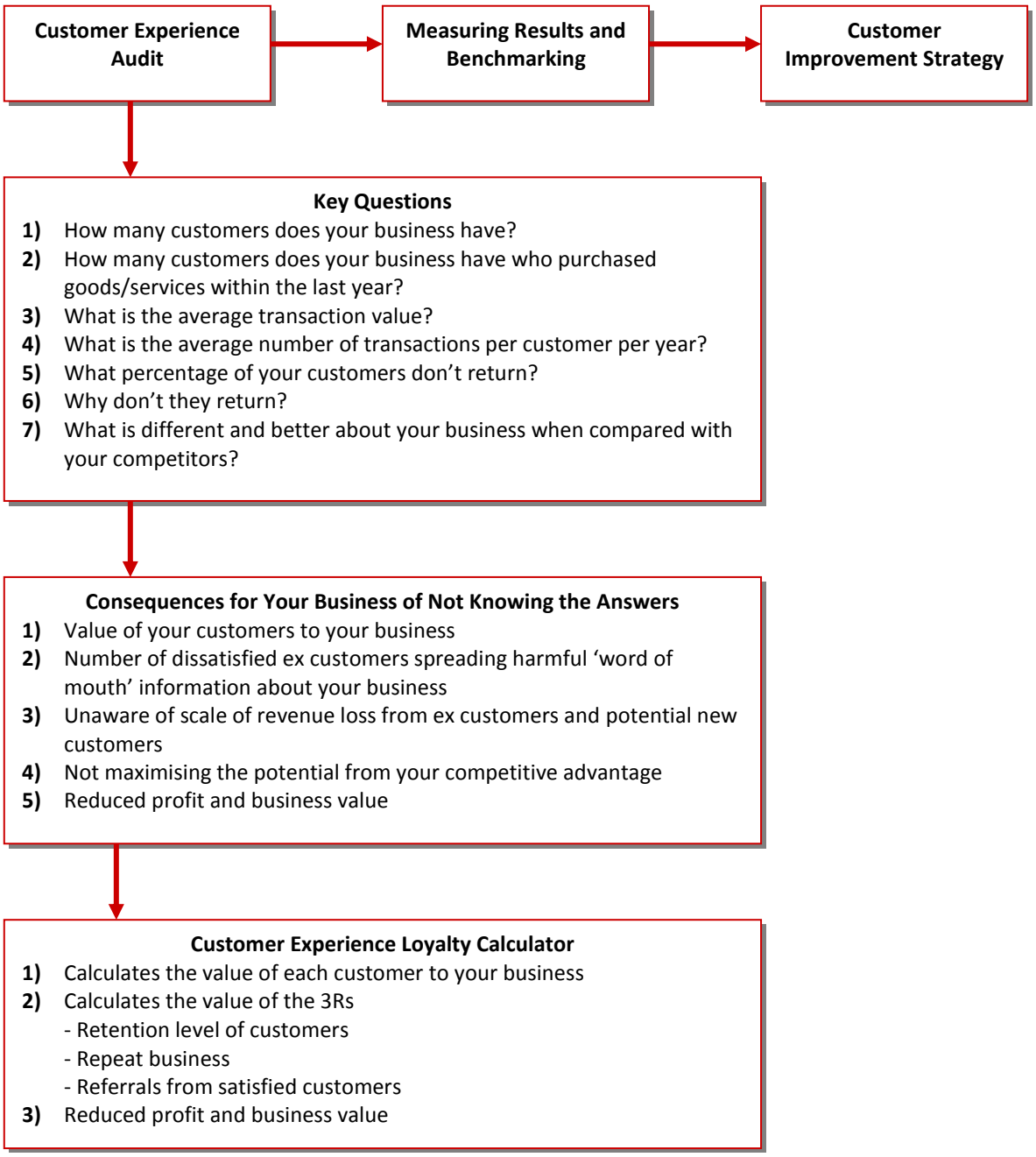Customer Experience Strategy – Audit