

September 2023



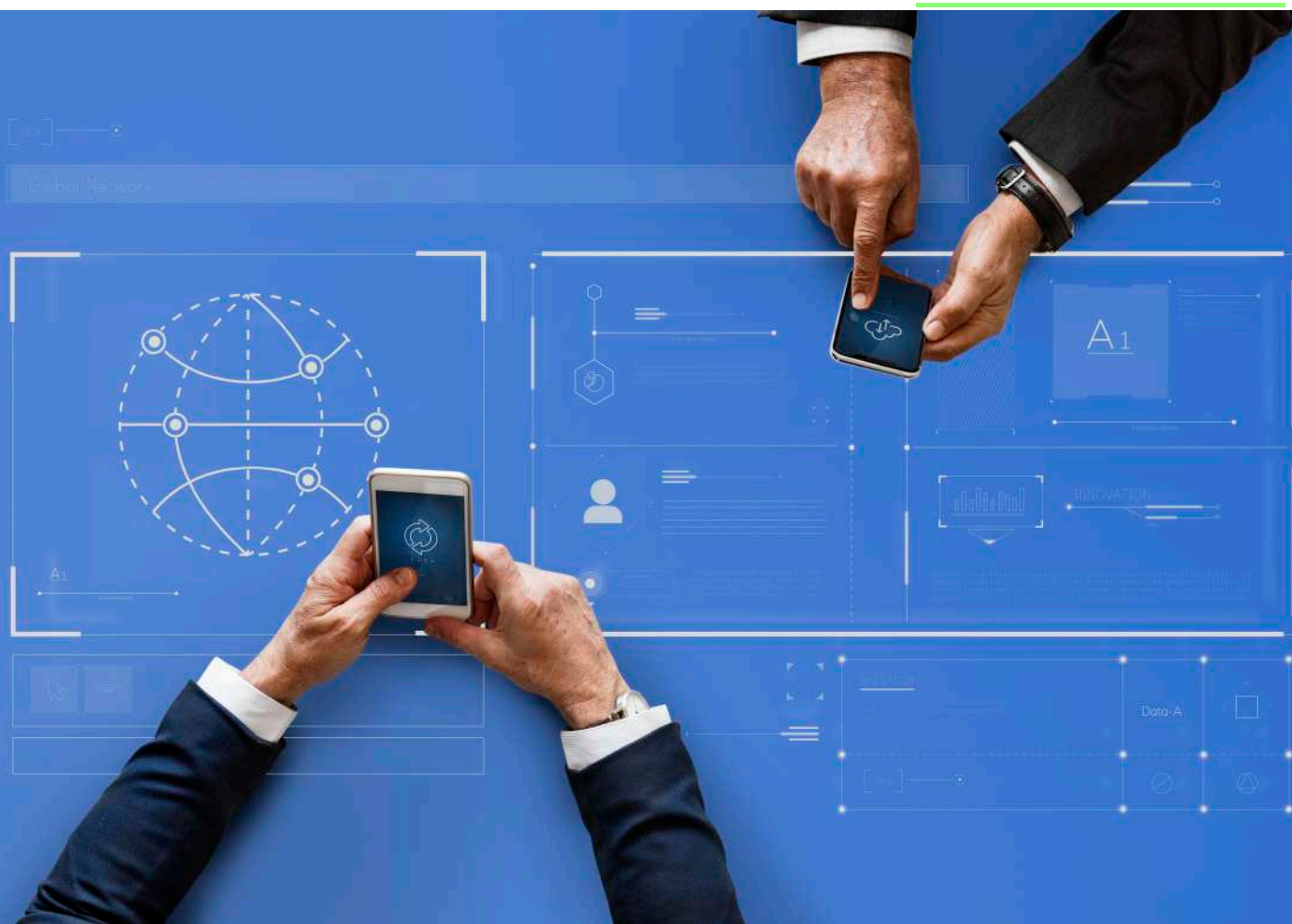
# WHEN CXOs SIT THE THRONE



## CXOs Navigating the Digital Odyssey

Business strategies have taken an interesting turn nowadays with the experiential marketing gains its importance in the market. While we visit a nearby grocery store, you get to taste the samples of freshly fried chicken with a branded spice mix, which is interestingly unlimited and lets you arrive at your choices easier. Walmart has an Augmented Reality experience in their stores now instead of physical trial rooms.

Earlier we spoke about the emerging Sustainability Officers in modern organizations. Here we navigate through the emergence of Chief Experience Officers (CXO) with the elevating digital transformation period. Organizations are hiring CXOs to set new business strategies based on customer experience. The year 2023 is seeing a big shift in the customer dynamics; a rising demand to make a choice from an understanding about how a product or service feels or looks like in our life.



## The World is a beautiful place

Along our way exploring the world, we often tend to focus on admiring its beauty and serenity alone. But have you ever thought deep into the aspect of travelling and self-development? It is often a contrast to the generic idea of enjoying the travel. However, there is an excitement to see what each journey has in store for us.

My recent journey to Singapore turned out to be an eye opener for me as an Entrepreneur, to understand how the world is brilliantly adopting the digital revolution and automation with the help of Ai. Apart from the cross-cultural insights and networking, I usually get excited seeing transformations as these. Right from the moment we checked into the cruise till we checked out, I could see very limited human interventions; everything that we see, touch, and experience were automated and customized for our needs. I am not sure if Ai can help sort our emotional troubles, but the rest is assured. Away from the daily grind, it opened my mind to clearly classify between what humans and robots can do and that they can co-exist. I made it a note to discuss it with my team on my next day at work. This is one recent example that I can quote. As I am a person who makes sure to travel and explore in between my business schedules, there are millions of different learnings that I have adopted or tried to adopt in my life.

A balancing act is the key. While it is tempting to immerse oneself entirely in travel, it is crucial to strike a balance. This same technology that fascinated me, also lets me stay connected with my work hassle-free during my time with kids and family. I recharge and enjoy the journey of self-development that creates a harmony in my personal and professional life.

Your journey holds untold lessons and untapped potential for your entrepreneurial path. Wishing you all enriching travel journeys and boundless progression. Let me hear your stories.

### **Mohammed Miandad V P**

Chairman & Managing Director,  
33 Holdings

## Augmented. Hybrid. Remote.

The structure, key driving factors, and the future scalability plans of an organization decide the working model they should adapt. We see a huge rushing in digital transformation this year in AI, AR/ VR, cloud computing, block chains support all organizational resources to carry out the routine tasks intelligently.

- **Augmented Working**

Manufacturing companies prefer augmented technologies that work seamlessly with the human resources to enhance their efficiency, capabilities, and well-being.

- **Hybrid Working**

Mostly adopted by IT companies where desktops or cloud based access to the jobs from anywhere is possible.

- **Remote Working**

A big trend setter in healthcare industry especially as we see the operations transitioned to remote places as a part of cost reduction.



## 5 Steps to Tackle a Pessimist

Every Organization will have a pessimist or skeptic whom we need to tackle without hurting their emotions. Remember, not all of them are naysayers by choice.

Listen to the Concerns



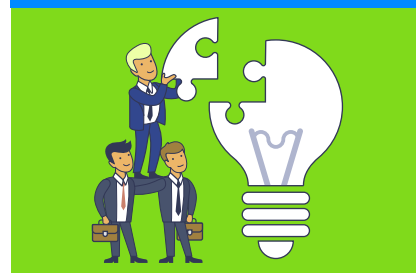
Express Empathy but Communicate your Concerns Back



Share Facts and Desired Results



Encourage Problem Solving



Offer Support and Inform the Goal with Timelines



WE ARE  
**HIRING**

JOIN OUR TEAM

**Associate Chat Support**  
(English Voice Support)



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**33**  
HOLDINGS