



# Customer Experience & Engagement Governance

## Board Oversight



### National Strategy Updates

Oversees and provides direction on long-term strategy and multi-committee initiatives for customer experience and engagement. Includes key members of the Executive Committee and senior leadership team.

→ Frequency: Bi-annually

## Management Oversight



### Customer Experience & Engagement Management

#### Executive Committee:

Oversees and advises on short-term department strategies and pending banner plans for the upcoming quarter or major season.

→ Frequency: Quarterly

#### Collaboration Touchpoint:

Includes key personnel from Communications, Merchandising and Operations to discuss upcoming programming and final sign off.

→ Frequency: Bi-weekly

#### Real Estate Touchpoint:

Includes key senior leadership from Real Estate and Customer Experience to discuss capital plan execution and share multi-committee updates.

→ Frequency: Weekly

## Enablers

#### Initiative based working groups:

- Multi-committees by department
- Merchandising self-launch
- Design council
- Own Brands

#### Key Functional teams:

- Innovation, Sustainability and Strategy
- Merchandising
- Marketing
- Operations (including Customer Experience)
- Real Estate
- Legal
- Communications
- Finance
- Insights
- Procurement