



Making CX Bolder

Leveraging Diversity and Inclusion

Kenisha Thompson

Senior Strategy Manager, Best Buy

Kisha Payton

Vice President, DEI, C Space



KENISHA THOMPSON

SENIOR STRATEGY
MANAGER
BEST BUY

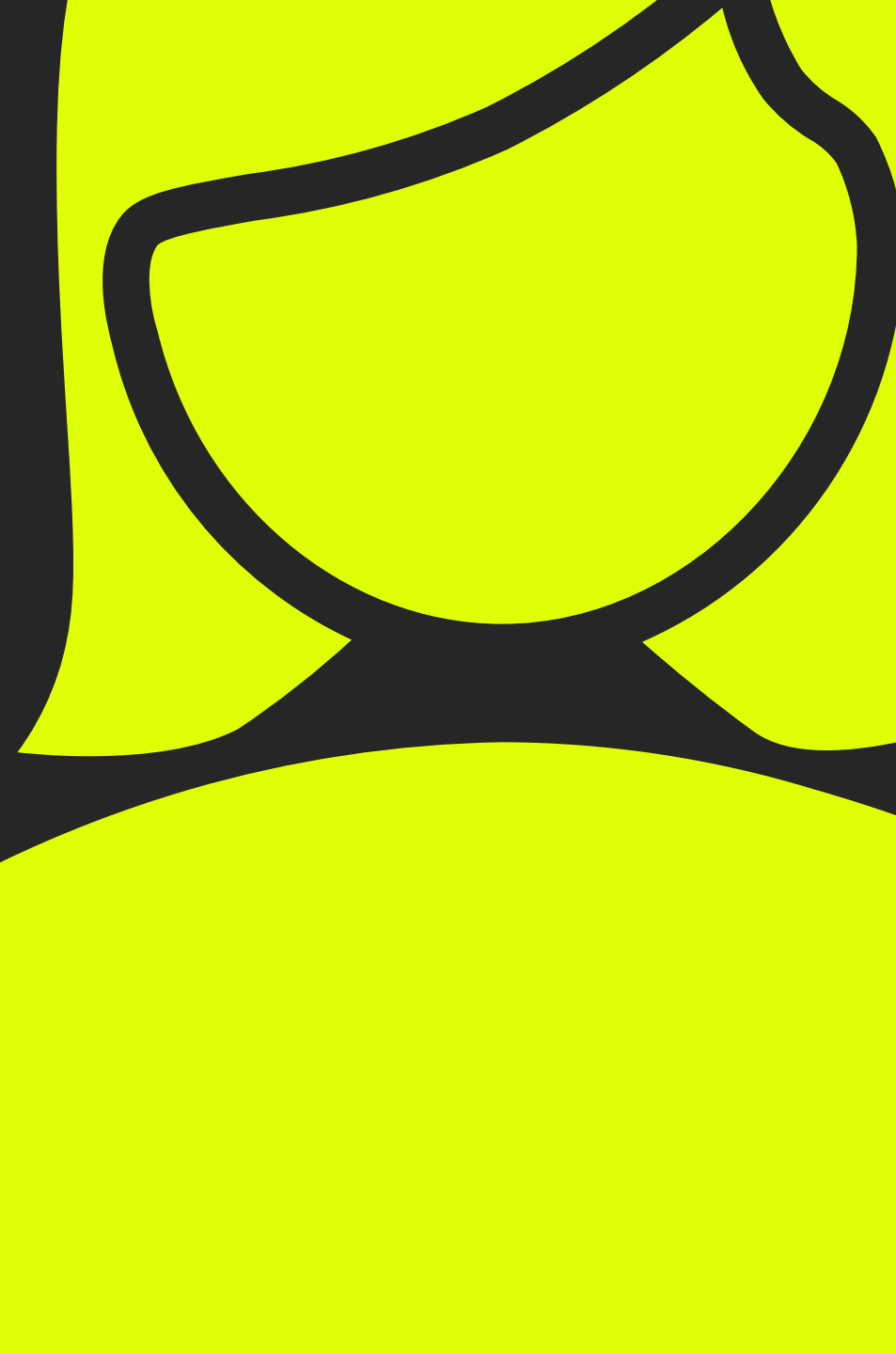


KISHA PAYTON

VICE PRESIDENT,
DIVERSITY, EQUITY & INCLUSION
C SPACE

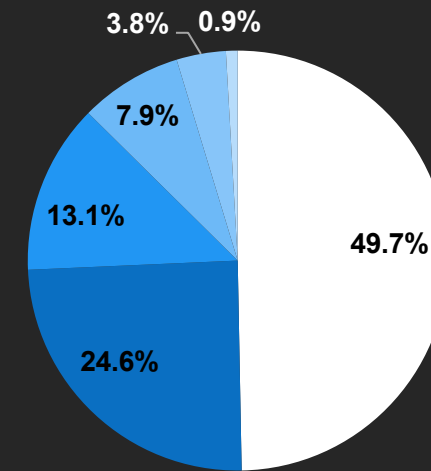
**“FOR TOO LONG
NEUTRAL HAS
MEANT WHITE.”**

- C Space #WeAreHere Study Participant



By 2045
the racial identity of
the population will be
majority multicultural.

Racial profile of US population by 2045



■ White* ■ Latinx ■ Black* ■ Asian* ■ Multiracial* ■ Other*

*Non-Hispanic

Sources: William H Frey analysis of US Census population projections released March 13, 2018, and revised September 6, 2018

So how do you prepare for the future?

Make ALL of your customers
feel like they belong.

WHAT'S

IN A

NAME?





CASE

STUDY

HELLO

my name is

A PICTURE

IS WORTH

1,000 WORDS



FREE Shipping Over \$25

THE GOOD PATCH®

Patches

Hemp

Subscription

Build A Bundle

Sets

Discover



all that new new

Whether you need to get your head in the game, get some relief from that intense workout, or want to get in the mood, we've got a patch for that.

[Shop New Arrivals](#)



FREE Shipping Over \$25

THE GOOD PATCH®

Patches

Hemp

Subscription

Build A Bundle

Sets

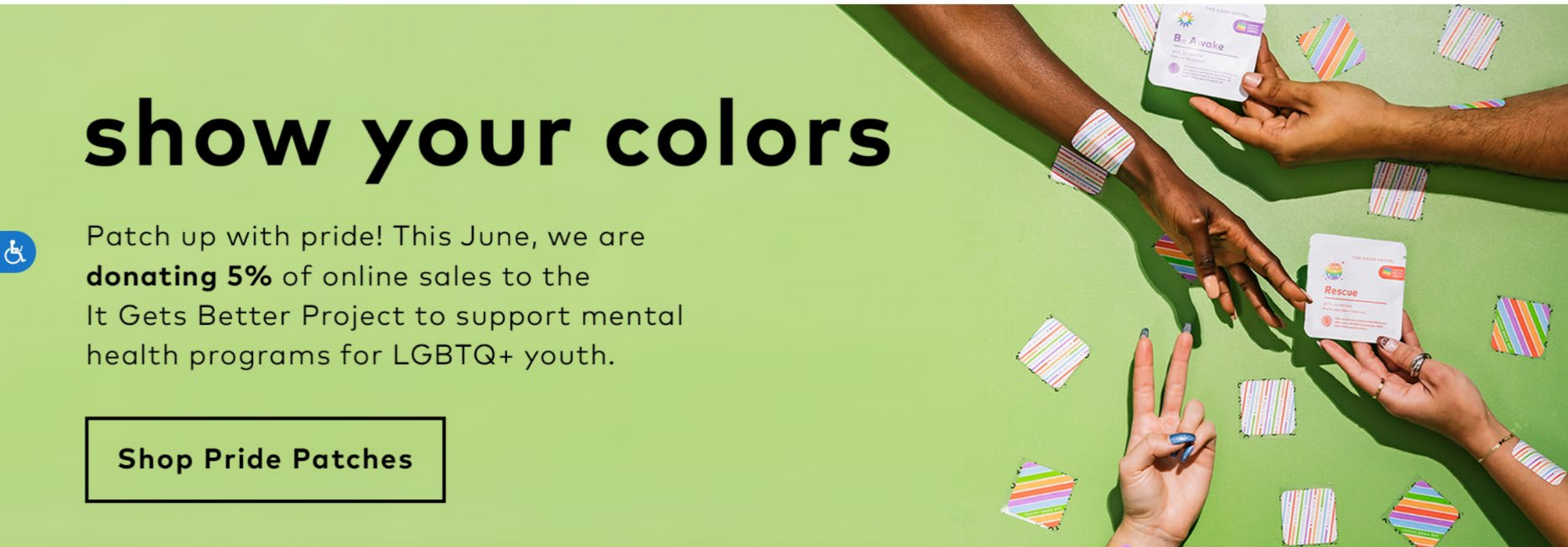
Discover



show your colors

Patch up with pride! This June, we are **donating 5%** of online sales to the It Gets Better Project to support mental health programs for LGBTQ+ youth.

[Shop Pride Patches](#)



X English (American)

Accessibility

Navigation Adjustment

- Screen Reader Adjustment
- Keyboard Navigation
- Smart Navigation
- Blinks Blocking
- Text Reader
- Voice Commands

Color Adjustment

Custom Color
Change the site's colors

Backgrounds | Headings | Contents

Reset colors

[Turn Off](#) | [Accessibility Statement](#) | [Send Feedback](#)

Powered by EqualWeb





CASE STUDY



REMEMBER...

Little things can be deceptively big.

Subtle cues can tell customers they don't belong.

One size does not always fit all.

REMEMBER THE FUTURE STARTS TODAY.

Not[An]Other

Demographic Questions
in the age of DEI

Join the live conversation

June 16, 2022

12pm ET



c_space

Not an **other**:

in name,
in culture,
in identity.