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LinkedIn Live Event: Hidden Cost of Bad UX – Why Does It Matter?
Interactive, Q&A LinkedIn Live event for business and UX leaders to learn how creating a better digital experience for its customers and employees boosts ROI of their UX investments

TAMPA, Florida—April 5, 2022—System Soft Technologies, a leader in enterprise IT services, solutions and products, today announced it is hosting a LinkedIn Live event at 2 p.m. ET on Thursday, April 14, 2022. The streaming **Ask an Expert** episode—"**The Hidden Cost of Bad UX – Why Does It Matter?**"—will engage business and UX leaders and their UX development teams to learn how to avoid poor UX and achieve good UX by implementing a user-centered design approach and better understanding customer needs, resulting in an increased customer experience and superior product experience.

User experience experts Imran Riaz, Vice President and Head of UX, System Soft Technologies, and Everett McKay, Principal, UX Design Edge, will address the most common misconceptions and assumptions organization's make when creating a digital experience for its customers and employees.

Learning outcomes will include how to:
- Avoid the loss from poor UX through a user-centered design approach
- Better understand customers' needs and provide a superior product experience
- Increase customer satisfaction through good UX
- Easily achieve good UX, if done right

"A good user experience is critical, considering organizations have reportedly lost more than $62 billion each year because of poor customer experiences," Riaz said. "However, UX statistics show, even though most businesses are aware of the excellent ROI of usability testing and UX, they are not yet ready to commit to it. It does take time, money and effort. But it's worth it. The impact goes beyond the digital experience and has a strong influence on overall customer satisfaction."

To register and attend this live **Ask an Expert** episode, click on the event page link here.

What: Ask an Expert: The Hidden Cost of Bad UX – Why Does It Matter?
Experts: Imran Riaz, Vice President and Head of UX, System Soft Technologies, and Everett McKay, Principal, UX Design Edge
When: 2 p.m. ET, Thursday, April 14, 2022
Where: Join the LinkedIn Live streaming event here.