



Speaking Opportunities
CXP & CM

Potential Hook	Sector	Focus
"When the organisational rubber hits the customers road".	FMCG Consumer Durable Tel Co's Healthcare/OTC Industrial	Organisations spend time and energy developing products, brands, services. Analysing the market, segmenting, developing systems improving the way they manage customers. However, it can all be for nothing if the experience interface fails to live up to expectations.
Customer Experience ~ a waste of time when it's a fight for survival.	Financial Services Retail	When it's all hands to the pump just to stay afloat, customer experience may seem like a 'nice to have'. It's exactly now that organisations need to be mindful of those all important customers, on both a b2b or b2c basis. It takes longer and more money to search for and acquire new customers, than keep serving established 'bonded' customers. These can be the life raft enabling you to weather the storm and stay afloat.
Forget about treating customers as you would want to be treated. Treat them how they want to be treated.	Multi ~ Sector	It's important to find out your target customers expectations about your product, service or organisation. Only when armed with this insight can you start to treat them in a way that builds a long lasting relationship? If you continue to provide experiences that meet/exceed their expectation they will 'bond' with you. They will become your advocates in an increasingly cynical and noisy market place.
Make sure customer facing staff understand what they need to do in order to deliver the customer experience. Reward them for doing it well and measure the experience for consistency, quality and business benefit.	Multi Sector	Make it easy and simple what you want your people to do! Let them be themselves, not script reading dummies. Train them and empower them to understand the customer expectations and deliver an experience to match. If they do this consistently you will find you have customers that keep coming back to you. Then make sure you can measure how effective your people are and reward them for doing it consistently.