Shaun Smith

A Leading Expert on Customer Experience

CSA CELEBRITY SPEAKERS

Shaun has been a catalyst in expanding management focus from the tactical issues of customer service to the wider of customer experience. Shaun now runs his own customer experience consultancy, Smith+co, which is firmly rooted in the 'keep it simple' ethos. Over the last 25 years, Shaun has built up a wealth of practical experience with organisations throughout Europe, Asia Pacific and the US, working with senior executive teams on key issues such as brand strategy and implementation, leadership, customer experience and organisational alignment.

"Shaun is one of the world's most recognised experts on Customer Experience"

In detail

Shaun began his career in the airline industry, where he became Head of Customer Service, Sales and Marketing Training worldwide for British Airways' highly acclaimed 'Putting People First' service and culture change programme. During this time he launched a British Airways subsidiary company offering training services to the travel trade. Shaun has appeared on the Ask the Expert programme on CNBC and was also recently voted one of the top business speakers in the UK.

What he offers you

He has developed some of the latest thinking and practice around customer experience, helping organisations world-wide to achieve brand differentiation and long-term customer loyalty.

How he presents

Shaun is an inspirational speaker, he doesn't talk paradigms, complex methodologies or seven magic bullets; instead his approach is refreshingly straightforward, always pragmatic and at times, controversial.

Topics

- BOLD - How to be Brave in Business and Win
- Managing Your Customer Experience - Turning Your Customers into Advocates
- Uncommon Practice - Differentiating Your Brand
- See, Feel, Think, Do - The Power of Instinct in Business
- Living the Brand - The Move Towards Holistic Marketing
- Aligning your Organisation - Harnessing the Power of your People

Languages

Shaun presents in English.

Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

How to book him?

Simply phone, fax or e-mail us.

Video

Publications

2015

On Purpose: Delivering a Branded Customer Experience

2011

Bold: How to Be Brave in Business and Win (with Andy Milligan)

2008

See, Feel, Think, Do

2006

See Feel Think Do - The Power of Instinct in Business'

2002

Uncommon Practice

2002

Managing the Customer Experience

"We are still talking about Shaun's session. He was excellent with exceptionally relevant examples. He constantly maintained interest - International Manufacturers"