



BLAKEMORGAN



Blake Morgan

Customer Experience Futurist
Keynote Speaker
Author



Blake Morgan is a Customer Experience Futurist, keynote speaker and author.

Her first book is ***"More is More: How The Best Companies Work Harder And Go Farther To Create Knock Your Socks Off Customer Experiences."*** She's been ranked as ICMI's Top 50 Thought Leaders To Follow on Twitter In 2016, Clarabridge's #1 Social Customer Service expert to follow and Customer Gauge's top 20 customer experience experts in follow in 2017. She has worked with Intel, Verizon Wireless, and many more. She lives in the Bay Area with her husband, daughter and their two Yorkie rescues.

Her work has been endorsed by the CEO of 1-800 Flowers Chris McCann, the CEO of ACE Hardware John Venhuizen, Claire Burns, Chief Customer Officer, MetLife, Darren Pleasance, Managing Director, Global Customer Acquisitions, Google, Andreas von der Heydt, Director of Kindle, Amazon, James Staten, Chief Strategist, Microsoft Cloud, Zohar Karu, Chief Data Officer, ebay, Pete Blackshaw, Global Head of Digital and Social Media, Nestle, Vala Afshar, Chief Digital Evangelist, Salesforce, and Nova Spivack, Entrepreneur, Investor, Grandson of Peter Drucker.

In addition Blake is the host of The Modern Customer Podcast where she's interviewed the CEO of AT&T Mobility, the CMO of Xerox, and the President of FedEx Express Canada. She is also the host of a weekly customer experience video series on YouTube called Blake's Take.

You can learn more and get access to Blake's resources by visiting www.blakemichellemorgan.com.



SNIPPET BIO:

Blake Morgan is a Customer Experience Futurist, keynote speaker and author. Her first book is *“More is More: How The Best Companies Work Harder And Go Farther To Create Knock Your Socks Off Customer Experiences.”* Her work has been endorsed by 1-800 Flowers, ACE Hardware, MetLife, Google, Amazon, Microsoft, ebay, Nestle, Salesforce, and The Hershey Company.

Learn more about Blake at www.blakemichellemorgan.com.

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More Is More:

How To Create Knock Your Socks Off Customer Experiences



We've all heard the phrase "less is more," but it's not true when it comes to customer experience. When it comes to customer experience the exact opposite is true. Companies that want to stay relevant must apply more energy, focus, and resources to creating knock-your-socks-off customer experiences than they ever did before. So what are you waiting for? In this session Blake Morgan will cover the latest customer experience trends sharing research, case studies and examples around what the world's leading organizations are doing to create amazing customer experiences.

IN THIS SESSION YOU WILL LEARN:

- How to create a modern customer experience
- Learn how to apply the D.O.M.O.R.E. framework
- Gain leadership principles exclusive to the book *More Is More*

"Our audience simply loves Blake. She leads by example and has deep knowledge of relevant use cases for every social care situation. Follow Blake and learn how to improve the customer experience."

Susan Ganeshan
CMO, Clarabridge

Blake's Top 5 Customer Experience Predictions



In today's world, customers have more distractions and ways to research and buy than ever before. If you want to attract and keep them, you need to create a satisfying, consistent customer experience across all channels. Ah, it sounds so easy, but we know this is a journey and we're excited to present the top 5 customer experience predictions to give you some insight into what to focus on and how to get there. Blake will dive into 5 growing customer experience trends and how you can take steps to ensure your brand is primed for customer experience excellence.

IN THIS SESSION YOU WILL LEARN:

- Hear the top five trends effecting your business tomorrow
- Understand the latest sociographic trends and how they will effect your business
- Know how you can prepare your organization to be competitive tomorrow considering the latest five trends

"It was a pleasure to have her speak and we will be featuring her at another event next year. I recommend Blake to speak at your next marketing conference."

Maria Maguire
International Events Director, Innovation Enterprise

How To Use Bots And Messaging Apps To Improve Your Customer Service



2016 could have been called “the year of messaging apps.” It has been called the next “conversation frontier.” Why? That’s where the majority of our conversations are happening. Social media has become largely private media. Customers prefer 1:1 channels and they enjoy using messaging apps to connect with friends and family. Messaging is so popular many companies decided to make themselves available on Facebook messenger, and other social networks to help customers. Some companies even implemented chatbots – programs that simulate human interaction – to assist in the interaction. Today’s brands realize their customers want to be served in messaging apps, and brands are scrambling to figure out scalable approaches to solve customer problems in messaging apps as well, particularly Facebook. A chatbot cannot always be slapped at the problem, however in the future as technology improves so will the customer experience of the chatbot. It’s important for executives to stay up to date on developments regarding messaging apps, chatbots and customer service.

IN THIS SESSION YOU WILL LEARN:

- Learn how to create a scalable customer service operation using messaging apps
- Hear about new chatbot customer service success stories
- Understand why and how bot enabled conversations will become a key strategy for customer service organizations

“Working with Blake to produce our webinar touching on top customer experience predictions for 2017 was a great experience.”

Aaron Stein
Marketing Manager, Infor

A Simplified Approach to Shaping Customer Experience With Technology



When you think of customer experience technology does your mind start spinning? There's a lot of technology out there, so how do you decipher what will actually help your company? Most of us are familiar with a traditional CRM, but what critical components of your customer program do you need beyond that? There's a lot of buzzwords being thrown around: digital transformation, machine learning, automation, artificial intelligence, IoT...it's all so overwhelming! In this workshop we simplify what an ideal technology stack looks like and how you can get it without draining your company of all resources. In this session we'll give you a completely unbiased view of what the critical components of a customer experience technology program should be.

IN THIS SESSION YOU WILL LEARN:

- Examples of technology that delivers great cx
- Taking the scary out of technology
- Making the business case for technology within your company
- Innovating with IT in your business
- Practical approaches for amazing ROI on tech oriented CX projects

"Of all the experts, resources and perspectives I saw, Blake's contribution was by far the most enlightened, relevant, differentiated and complete. To say that I recommend her is an understatement."

Mark Spier
Head of Audience Care, Verizon

The ROI of Social Customer Care



Every brand today has a responsibility to engage with customers on the customer's terms. This poses a challenge and an opportunity. Today your contact center- the place where your customers literally make contact with your brand – provides the biggest opportunity. The opportunity is the relationships you build with your customers. Do you have a concierge approach to solving customer's problems on social media? The right mindset about serving customers, coupled with an ability to scale 1:1 interactions will give your company a competitive advantage.

IN THIS SESSION YOU WILL LEARN:

- How the contact center can collaborate with marketing in service to the customer
- Practical tips from big brands of social customer service done right
- How the new focus on mobile messaging will change the way your brand interacts with customers

"Blake delivered an excellent private CX session to our \$20bn technology unicorn client from China. She spent decent amount of time to discuss the approach and deliverables with my firm. We had a great experience working with Blake!"

Sabrina Zou
Founder, Silicon Valley Interlink

BOOKS AND MEDIA



THE MODERN CUSTOMER PODCAST



YOUTUBE SHOW BLAKE'S TAKE

