



BLAKEMORGAN



# Blake Morgan

Customer Experience Futurist  
Keynote Speaker  
Author



## Blake Morgan is a Customer Experience Futurist.

Her first book is *[“More is More: How The Best Companies Work Harder And Go Farther To Create Knock Your Socks Off Customer Experiences.”](#)* Blake is adjunct faculty at the Rutgers executive education MBA program. Blake contributes to Forbes, the Harvard Business Review and the American Marketing Association. She is the host of The Modern Customer Podcast and a weekly customer experience video series on YouTube. 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, Zoher 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](http://www.blakemichellemorgan.com).

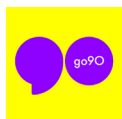


**SNIPPET BIO:**

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](http://www.blakemichellemorgan.com).

**CLIENTS**



## The Future Belongs To Companies That Create Incredible Customer Experiences



Customers today want to do business with companies that reduce customer effort, that create elegant, easy customer experiences that make the customer's life easier and better. The future belongs to companies that "do more" for customers, and leverage technology to do so. For example, artificial intelligence promises to make customer experiences more efficient so we, the brands, can focus on high touch customer experiences. Chatbots, AI and technology will work to solve our customer's challenges, saving customer's time and effort. Customer effort is a big deal when it comes to differentiating through customer experience. Customers don't have time in their lives for products and services to break. Customers don't have time for the brand to figure out efficiency. They will flock to businesses that consider their individual journey. Advances in technology will enable brands to provide a personalized and tailored customer experience. It's a win-win, for the brand and the customer. Isn't that the future we'd all like?

### IN THIS SESSION YOU WILL LEARN:

- ❖ What the world's leaders of customer experience are doing
- ❖ How customer's demand the hyper-personalization of everything and what it means for your business
- ❖ What customer experiences look like when they leverage a deep understanding of customer conversations in and across all channels

## AI Can Create Compelling Customer Experiences



Most organizations are challenged to extract meaningful insights from their customer data when they're drowning in so many data feeds. This often results in wildly inconsistent customer experiences that make companies look disconnected and unfocused. Organizations need to create easy and elegant customer experiences; how can they overcome their data challenges to satisfy increasingly fickle customers? Machine learning offers one solution, if organizations can overcome their silos enough to implement it correctly. Each new customer action feeds back into the analytics engine, which helps inform the next best steps for a positive customer experience. Companies can earn customers' trust simply by being relevant and providing value. Just like in any relationship, a business can earn trust and loyalty by being a good listener and being there for the customer at a point of need. By leveraging automated analytics, customer interactions can fuel a continuous feedback loop that adapts in real time to add value at every touch point.

### IN THIS SESSION YOU WILL LEARN:

- ❖ How can data provide huge insights for companies
- ❖ Understand the right approach to Artificial intelligence to make better data decisions that improve the customer experience in real-time
- ❖ Use data to drive more personalized customer experiences benefits customers and businesses alike

## 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

## Happy Employees Equals Happy Customers



We can tell everything we need to know about C-suite priorities by looking at the customer experience--one that ultimately stems from the employee experience and even before that, the manager experience. A handful of companies perform at the top of the employee happiness charts year after year. Studies show that companies that invest in the employee experience have a stronger customer experience, and benefit on Wall Street. In this article in USA Today “Do happy workers mean higher profits?” publicly traded companies in the Fortune 100 Best Companies to

Work For list have gained an average 10.8% a year since 1998. Creating a happier work environment starts with a company that care about the employee experience.

### IN THIS SESSION YOU WILL LEARN:

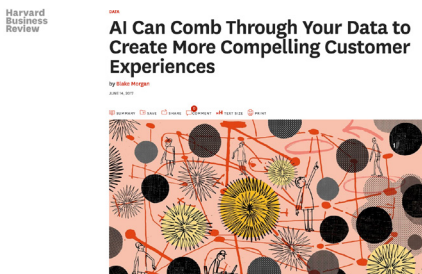
- Learn how a strong leadership approach can impact your customer experience (and what that approach should be)
- Learn how culture, technology and physical space work together to create an environment that employees will thrive in
- Align your management team around a commitment to the employee experience

# BOOKS AND MEDIA



*"More Is More:  
Top 11 books every  
CMO should read"*  
-Forbes

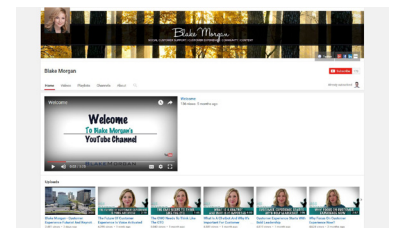
## HARVARD BUSINESS REVIEW CONTRIBUTOR



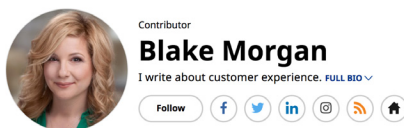
## THE MODERN CUSTOMER PODCAST



## YOUTUBE SHOW BLAKE'S TAKE



## FORBES CONTRIBUTOR



## AMERICAN MARKETING ASSOCIATION

