BLAKE MORGAN

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.**

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Learn more about Blake at **www.blakemichellemorgan.com.**

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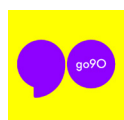
More Is More:

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

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

Motivation and Leadership Focus:
The Energy For Influencing Change

Leadership today requires people who thrive in an always-on environment. Today's managers need a specific set of skills. In an age where business must pivot and shift at a moment's notice, we need leaders that can take employees through all types of weather. We need tools to keep our leaders fresh so they have the energy to uplift everyone else. But we need to teach our leaders how to do this for themselves. Today's leaders need to be aware and awake. To achieve this higher level of awareness it takes a special type of company culture - and leaders that know how to manage themselves. In this talk Blake takes you through the steps to create the internal energy for sustained change and growth.

IN THIS SESSION YOU WILL LEARN:

- Learn about today's cultural environment and how it will impact your business

- Understand your role in shaping a culture that will thrive in uncertain times

- Empower leaders to take care of themselves so they have the energy required to lead, and in turn create better customer experiences

"Customer experience is a critical business opportunity, but it can be challenging for employees to understand and act on. Blake really brought this topic to life with a compelling and entertaining presentation for my leadership team. She spurred some great team thinking and discussions."

Donna Morris
EVP Customer and Employee Experience (CHRO), Adobe

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

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

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

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How To Build The Best B2B Customer Experiences

With all the things B2B companies must do to be successful, customer experience has never been much of a focus. However, the mindset of companies in the space is changing with new technology and opportunities. Although most B2B companies realize that customer experience is important, fewer than a quarter of companies actually emphasize it. The companies that put effort into creating a strong customer experience see higher revenue growth than their peers, showing the importance of prioritizing customer experience.

IN THIS SESSION YOU WILL LEARN:

- How investing in digital can turn around your B2B customer experience

- Why the key to your company's success is strategic use of customer data

- What types of customer experiences should be tailored and personalized in the B2B environment

"Blake is a passionate and well versed speaker on the topic of Customer Experience. She did a great job at the ePayResources Executive Payments Summit in 2017 painting a picture of the importance of a winning customer experience leveraging examples that resonated with our attendees."
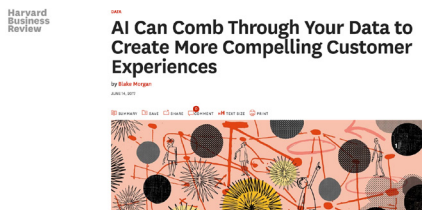
Peter Davey
Vice President, Payment Innovation, The Clearing House, and ePayResources Executive Payment Summit Conference Chair
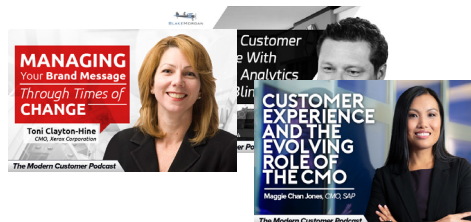
BOOKS AND MEDIA

VISIONOCITY MAGAZINE

BLAKE MORGAN
On Customer Experience Innovation

WALGREENS
Consumer Satisfaction + Tech

Master Your Virtual Teams

PLUS!
4 Tips To Kick Your Life Up A Gear

MORE is MORE

HOW THE BEST COMPANIES GO FARTHER *and* WORK HARDER *to* CREATE KNOCK-YOUR-SOCKS OFF CUSTOMER EXPERIENCES

BLAKE MORGAN

"More Is More: Top 11 books every CMO should read"

-Forbes

HARVARD BUSINESS REVIEW CONTRIBUTOR

AI Can Comb Through Your Data to Create More Compelling Customer Experiences

by Blake Morgan

THE MODERN CUSTOMER PODCAST

MANAGING Your **Brand Message** Through Times of CHANGE
Toni Clayton-Hine, CMO, Xerox Corporation
The Modern Customer Podcast

CUSTOMER EXPERIENCE AND THE EVOLVING ROLE OF THE CMO
Maggie Chan Jones, CMO, SAP
The Modern Customer Podcast

YOUTUBE SHOW BLAKE'S TAKE

FORBES CONTRIBUTOR

Contributor
Blake Morgan
I write about customer experience. **FULL BIO ⌄**

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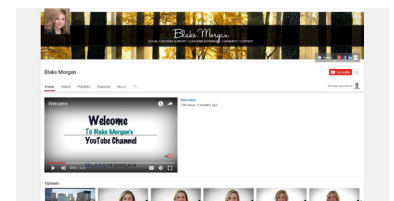
AMERICAN MARKETING ASSOCIATION

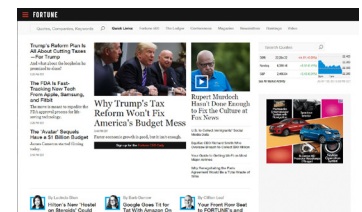**AMERICAN MARKETING ASSOCIATION**

FORTUNE

WOMEN'S WEAR DAILY

Hemispheres RHAPSODY

WWD