



BLAKEMORGAN



Blake Morgan

Customer Experience Futurist
Keynote Speaker
Author

SNIPPET BIO:



Blake Morgan is a leader in customer experience. She is a keynote speaker and customer experience futurist currently working on a new book with HarperCollins on customer experience. 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 Hemispheres Magazine. She is the host of The Modern Customer Podcast and a weekly customer experience video series on YouTube. She lives in the Bay Area with her husband, daughter and their two dogs.

Learn more about Blake at
www.blakemichellemorgan.com.

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The Future Belongs To Companies That Create Incredible Customer Experiences

The customer of the future is already here. Customers today don't only expect personalized, zero friction, seamless customer experiences, they demand it. There is only one thing that matters when it comes to winning with customer experience; making the customer's life easier and better. Your customer is comparing the experience she has with Netflix, Amazon, Spotify and Apple with the customer experience with your business. These technology first companies don't only personalize the customer experience, they anticipate customer needs and alter the experience in real-time.



IN THIS SESSION YOU WILL LEARN:

- Hear about Blake's DOMORE customer experience framework.
- Learn how companies are preparing for the customer of the future with digital transformation
- Be inspired customer experience stories from across the world
- Gain insights and innovation strategies helpful for your business

"Blake was one of our experts on a recent webinar on customer experience. Blake lives and breathes customer experience. She's a storyteller at heart and engages audiences with great examples of customer experiences from both the consumer and employee's standpoint. Blake stays ahead of the latest customer engagement trends, is easy to work with, and approaches projects proactively with rigor and

Lisa Pintchman
Vice President, Corporate Communications, Pegasystems

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:

- Understand what a modern customer experience looks like today
- Learn about the modern customer experience lifecycle
- Gain insights from the D.O.M.O.R.E. framework that will make your business competitive

"When it comes to customer experience Blake is a true leader in the space. She is an engaging, insightful, and fun speaker and I highly recommend her for your next event."

Charlie Isaacs
CTO Customer Connection,
Salesforce

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 has a unique ability to take a complex topic such as how technology is re-shaping the customer experience and break it down for audiences to easily understand and implement. There is a lot of terminology being thrown around today in relation to customer service: digital transformation, machine learning, automation, artificial intelligence, and IoT. Blake makes sense of it all while taking the audience on a journey of what it takes to build the right customer experience for your business! She did a fantastic job presenting at InsurCon2018."

Matt Banaszynski
CEO, Independent Insurance Agents of Wisconsin

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

Building Beautiful Customer Experiences With AI



Even though AI has been around for 60 years, it is only now that artificial intelligence can be used to create personalized customer experiences, better self service, and key customer insights. For decades we've provided customers with experiences that were very non-human. All too often we don't know who our customers are, we don't know what's going on in their lives, we have no idea what they need or why. Across the board customer experiences are still made for the masses and not the individual. However advances in artificial intelligence now make it possible for brands to treat customers less like machines and more like people. AI and machine learning provides actual personalization – where we can now treat a customer truly like a person.

IN THIS SESSION YOU WILL LEARN:

- Set the stage to leverage AI to make customers' lives easier and better
- Understand the key challenges of implementing AI
- Learn one futurist's vision of customer experience shaped by AI

"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

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