



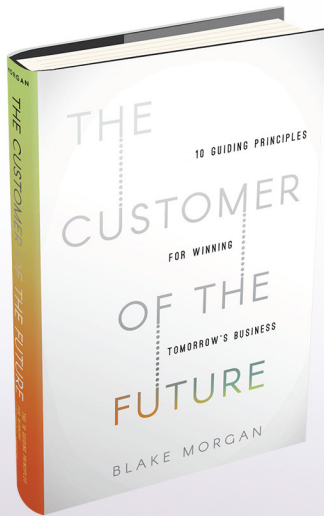
BLAKEMORGAN



# 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 and author of two books on customer experience. Her second book is called "The Customer Of The Future: 10 Guiding Principles For Winning Tomorrow's Business" (HarperCollins). Her first book was "More is More: How The Best Companies Work Harder And Go Farther To Create Knock Your Socks Off Customer Experiences." She has worked with Accor Hotels, Accenture, Adobe, Comcast, Parker Hannifin, Ericsson, Verizon, Omron, Genentech and more. Blake is a guest lecturer at Columbia University as well as 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](http://www.blakemichellemorgan.com).

CLIENTS



## 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, Comcast 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. The business that focuses on experience must have a customer experience focus across the business. While shifting from a product-focus to a customer-focus is not easy, once we make this shift our business will begin to transform.



### 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

## The Future Belongs To Companies That Embrace Digital Transformation



**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. Digital transformation is a necessary process that will enable your company to win tomorrow's business. In this session you will gain greater clarity around what digital transformation means for your business, as well as examples of companies that have gone through successful digital transformations that resulted in exciting business gains.

### IN THIS SESSION YOU WILL LEARN:

- ❖ Learn what actually is digital transformation
- ❖ Understand examples of companies that have gone through a digital transformation and are thriving
- ❖ Hear the latest research and trends on digital transformation, and gain tactical examples you can use at your company

## 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

## 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 delivered an impactful speech on customer experience to our senior leadership team. She left us with inspiring ideas we could apply to our own manufacturing business."*

Mark Anzelc  
VP Supply Chain, Parker Hannifin



*"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



*"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



*"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  
CHRO, Executive Vice President,  
Employee Experience, Adobe



*"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



*"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 enthusiasm."*

Lisa Pintchman  
Vice President Corporate Communications, Pegasystems Inc

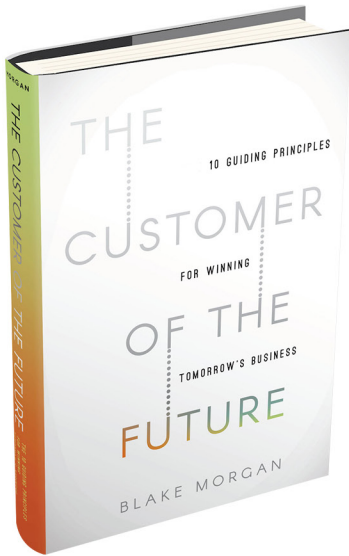


*"Blake's belief that companies should use empathy to make customer-centricity a key tenet of their business strategy hits the larger industry issue of poor customer service on the head. Today, many companies have trouble retaining customers because they do not put enough thought into what the customer experience is truly like for consumers. I highly recommend her DOMORE framework for creating better customer experiences."*

Gina Perini  
President & CEO of Somos, Inc.

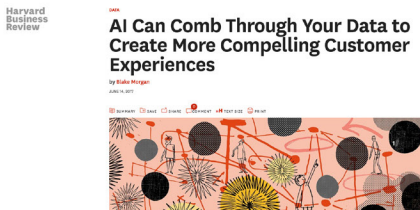


# BOOKS AND MEDIA



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

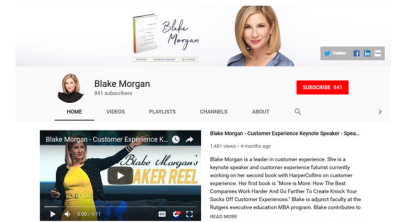
## HARVARD BUSINESS REVIEW CONTRIBUTOR



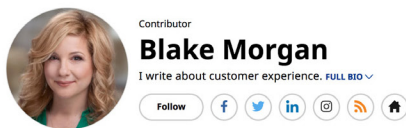
## THE MODERN CUSTOMER PODCAST



## YOUTUBE SHOW BLAKE'S TAKE



## FORBES CONTRIBUTOR



WOMEN'S WEAR DAILY

