

Blake Morgan was called “The *Queen* of CX” by Meta.



Meet Blake

She is a keynote speaker and customer experience futurist and author of two books on customer experience. She's a board member of customer service AI software [Minerva](#). Her bestselling second book is called “[The Customer Of The Future: 10 Guiding Principles For Winning Tomorrow's Business](#)” (HarperCollins), identified by Business Insider as one of the top 20 books executives are reading to deal with COVID-19. In 2021 the book won a top 5 spot on Book Authority's list of the “Top 100 Future Of Technology Books of All-Time.” She was called one of the [top 40 female keynote speakers](#) for 2020 by Real Leaders Magazine. 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 Comcast, Allstate, Genentech, Accor Hotels, Accenture, Adobe, Cisco, Parker Hannifin, Ericsson, Verizon, and more. Blake is a guest lecturer at Columbia University, the University of California, San Diego 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. She lives in the Los Angeles Area with her husband, their two children and two dogs.



For bookings email blake@blakemichellemorgan.com.



Meta

Coca-Cola



ONTARIO
GOVERNMENT
Be Cal. Be Smart.

PHILIPS

WIX

AT&T



intel

verizon

COMCAST

Allstate

ERICSSON

Genentech

CURRENT SPEAKING TOPIC

4 Ways to Make a Customer Experience a Decision

THE CUSTOMER OF THE FUTURE IS HERE.
IS YOUR COMPANY READY?

WORK WITH BLAKE



The last few years have caused consumers to re-evaluate their personal purpose and what they value in life. With changed priorities, many customers are changing brands and thinking differently about their relationships with brands.

Customer experience is a decision everyone in your company needs to make every day. When you invest in making your customers' lives easier and better, you set your company up for long-term success and loyalty.

But how do you create this customer-centric mindset to succeed? In this speech, CX expert and best-selling author Blake Morgan walks you through her WAYS framework. Blake shares real-world examples and action items for each step in the framework. No matter where you are in the customer experience journey, this speech will help you move forward to connect with modern customers and set yourself apart from the competition.

Creating a CX mindset requires looking beyond what's right in front of you and focusing on how you make customers feel. Blake's framework and action items make it possible for every company to become a customer-centric success.