



# Shaun Smith

Speaker Profile & Testimonials



## Overview

Shaun has been a key catalyst in expanding management attention from the narrow focus on customer service to the much wider and strategic issue of customer experience. He has developed some of the latest thinking and practice around this subject, helping organisations worldwide create a compelling customer experience that achieves brand differentiation and customer loyalty.

Over the last 30 years, he has built up a wealth of practical experience with organisations throughout Europe, Asia Pacific and the US, working with senior executive teams on key issues such as brand strategy and implementation, leadership, customer experience and organisational alignment. Shaun has worked within a diverse range of sectors, including both business-to-business and business-to-consumer organisations. These include retail, telecoms, travel, leisure, professional and financial services, technology, automotive, manufacturing and the public sector.

He is co-author of five critically-acclaimed business books:

**'Uncommon Practice – people who deliver a great brand experience'**, researched and written with Interbrand, examines those brands that create exceptional customer experiences.

**'Managing the Customer Experience – turning customers into advocates'** (co-authored with Joe Wheeler) reveals how leaders can build this competitive advantage for their own brands.

**'See, Feel, Think, Do – the power of instinct in business'** (co-authored with Andy Milligan) explores how highly successful business leaders use the power of instinct to achieve results.

**'BOLD – how to be brave in business and win'** (co-authored with Andy Milligan). The book tells the story of 14 brands that are transforming their markets through innovating the experience they provide to their customers and their employees. The book (awarded the CMI *Business e-book of the year*) is accompanied by an app which allows readers to compare their own organisations with the BOLD brands featured.

Shaun's new book, **'On Purpose – Delivering a branded customer experience people love'** (also co-authored with Andy Milligan) will be published in November 2015. This book is aimed at leaders who want ideas, insights and practical approaches to define and deliver their brand purpose in a world which is disruptive and digitalised, where customers are increasingly demanding consistency across multiple channels and where consumers are favouring brands they admire for what they stand for, not just what they sell.

Shaun is also contributing author to The Economist's *Brands and Branding* and author of the *Employee Experience Survey* and the *Customer Experience Management+*<sup>TM</sup> survey – research tools that enable organisations to evaluate and improve their customer experience and align their people with company values and strategy.

## Career Summary

Shaun began his career in the airline industry working with British Airways in a number of senior customer service and operations roles. He became Head of Customer Service, Sales and Marketing Training worldwide for British Airways at the time the airline was becoming privatised in the mid-1980s and was one of four senior managers on the Steering Group that managed the highly regarded 'Putting People First' initiative. He later moved to Hong Kong as Managing Director of Cathay Performa Consulting (a subsidiary of The Swire Group) where he led a team, consulting with major organisations throughout Asia in the area of service strategy.

Whilst working in Hong Kong, Shaun was appointed as Group Advisor to Inchcape Group, consulting to over 30 business units covering marketing services, retailing, shipping services and motor distribution to help them move from competing on price and product to competing on customer service. Over the next five years he was responsible for designing and leading deployment worldwide, working closely with the individual BU Managing Directors and their teams.

Shaun returned to the UK in the late 1990s as Senior Vice-President of the Forum Corporation, when he ran Forum's customer experience consulting practice.

In 2001 Shaun founded the highly regarded customer experience consultancy, **Smith+Co**, which is firmly rooted in the 'keep it simple' ethos. Smith+Co has worked on customer experience initiatives for leading brands like Burberry, Premier Inn, PayPal, O2, Westpac, Symantec, Best Western, Waterstones and IHG.

Shaun has featured a number of times on CNBC and CNN and is sought after to speak internationally on key business issues. He has chaired and moderated events for a number of leading brands. He is a Fellow of the Professional Speakers Association and a Member of the Global Speakers Federation. Shaun was recently presented with the PSAE (Professional Speaking Award of Excellence). He has also appeared a number of times at the prestigious London Business Forum. His approach is refreshingly simple, authoritative and always stimulating.

To view Shaun in action, visit [smithcoconsultancy.com/speeches-and-workshops/videos](http://smithcoconsultancy.com/speeches-and-workshops/videos)

## Key Topics

Whether it's an hour's speech, a half-day summit or a two-day workshop, here are some of the topics we cover:

- **On Purpose – delivering a branded customer experience people love.**  
Eight practices define the essence of being On Purpose. They describe the actions and behaviour of some of the most innovative brands around today. Our On Purpose workshops and speeches are designed to take executive teams through the principles, case studies and apply the learning in a highly interactive way to your own organisation.
- **The bold practices** used by innovative companies to differentiate their brand, and how they overcome the challenges and engage their people. We draw on stories and examples that resonate with your audience and inspire new thinking.
- **Delivering your customer experience across multiple channels** – how do you deliver a consistent and differentiated experience across multiple channels, We cover the role of social media and digital marketing, and the evolution of the Contact Centre to Experience Centre
- **Enabling and inspiring your people to deliver the experience** – developing a holistic strategy aligning product, process and people.
- **Practical roadmaps for implementing and measuring the experience** – what works, what doesn't and the pitfalls to look out for.

### Speaking and Consulting Clients Include:

3M, Adobe, Arcadia, Argos, Ascott Group, Astra Zeneca, Best Western, Big Yellow, BMW, BP, Bright Horizons, British Airways, Burberry, Cable and Wireless, Carphone Warehouse, Care UK, Cathay Pacific Airways, Canon, Cincom, Citrix Online, Colliers CRE, Convergys, Clifford Chance, Dimension Data, EMC2, Estee Lauder, FIAT, Ferrari UK, FitPro, FNB, Generali Group, GlaxoSmithKline, Great Universal Stores, Harcourt Corporation, Holmes Place, Homebase, HSBC, IBM, IHG, Inchcape, ITT Sheraton, JCB, Kana, KIA, Leo Burnett, Les Mills, London Stock Exchange Group, Lukas Bank, Manulife, Microsoft, National Australia Bank, NatWest, Norton, O2, OCBC Bank, Omnicom, Oracle, PayPal, Premier Inn, Provident Finance, Prudential, PwC, RBS, Rentokil-Initial, Rexam, RightNow Technologies, Sainsbury, Salesforce.com, Satmetrix, Schroders Investment Management, SDL, Serco, Shangri-La Hotels, SigmaKalon, Symantec, Sytner Group, The Hyde Group, TNT Express, Toyota, TOFAS, Transversal, UCB, Vidus, Vodafone, Waterstone's, Westpac, Whitbread, YPO.

## Testimonials

### **“Thought-provoking....changed my thinking”**

*Thought provoking and extremely helpful; it has already changed my thinking! The feedback on your presentation has been exceptional.*

**Jane Longhurst**, Chief Executive, Meeting Industry Association

### **“Engaged the audience”**

*We arranged for Shaun to present to the top 500 of one of our key clients in Poland on Customer Excellence. He was absolutely fantastic. He was able to engage the audience and explain the principles of Customer Excellence in a way that they could understand and act upon. The energy was high, there was lots of laughing and the points were driven home. We liked his presentation so much we asked him to speak at the PwC Management conference for in Poland. He delivered a completely different presentation, tailored to our circumstances and managed to wow the audience again. What can I say – I am impressed!*

**Andrew Friars**, Managing Partner, PwC Consulting Central Europe

### **“An impactful and insightful presentation”**

*Your well chosen case-studies and thought-provoking insights gave the team the perfect stimulus for some really beneficial discussion and debate. I've had very positive feedback on your presentation and workshop; your contributions have certainly helped to drive a new way of thinking about how we interact with our clients at London Stock Exchange Group. You clearly spent a lot of time getting to know our business and markets, in preparation for your presentation, and your time is very much appreciated”.*

**Louise Clements**, Director Internal Communications London Stock Exchange Group

### **“Great insights and thought provoking”**

*Thank you for your fabulous session at Oxford. Your session perfectly complemented the week”*

**Chris Good**, CEO Estée Lauder

### **“Gave all our team a great kick start to get out there and made a difference”**

*Shaun joined us for our annual conference where we were re-launching our values for all our customer-facing staff. He skilfully wove his presentation around the theme of the day, enhancing many of the messages we were giving with his own experience of working with other successful brands. Shaun's session helped to pull together our values and sales strategy and gave all of our team a great kick start to get out there and make a difference.*

**Adrian Lee**, Operations and Human Resources Director, Big Yellow Self Storage

### **“The audience reaction was overwhelming”**

*The audience reaction was overwhelming. I think the greatest testimony to Shaun's presentation is in the scorecard: never before have we had a speaker whose rating has consistently gone off the end of the grid.*

**Michael Barrett**, Conference & Research Manager, TFWA

### **“So effective, we signed him up for further thought-leadership events”**

*We engaged Shaun to present at our Annual Executive Forum. He was so effective that we signed him as spokesperson for several thought leadership webinars and client breakfasts.*

**Lorena Baker Harris**, Senior Director, Corporate Marketing, Convergys

### **“Your speech was amazing”**

*I had many of our key executive clients say they thoroughly enjoyed your speech and didn't even realize how fast the morning flew by”*

**Chris Hall**, CMO, Transversal

### **“Made our customers think”**

*Many thanks for Shaun's terrific presentation to our customers; he made them think. He was a huge hit and such a great climax to our event. Great job!*

**Karen Grabbo**, SVP Business Development Services, Land O'Lakes

### **“Pitched perfectly, and quite awe-inspiring”**

*Huge thanks for your fascinating and entertaining presentation at our annual conference. It was pitched perfectly, and quite awe-inspiring. You really energised the conference, and we're very grateful for the work and time you took to contribute so valuably. That Monday morning was quite stunning. The delegates really loved your presentation.*

**Tim Godfray**, Booksellers Association

### **“Great in connecting with the group and delivering a powerful message”**

*We were looking for a high-calibre speaker who could engage with our senior European team around branding and differentiating the customer experience. Shaun did a great job in understanding the brief, preparing for the event, connecting with the group and delivering a powerful message. 102 of the 103 participants strongly agreed that the session had met their objectives in full.*

**Rob Vale**, President, Staples Europe

### **“Very thought-provoking and relevant to us”**

*Shaun made a real difference to our conference and the discussions we were able to have there. His insights were very thought-provoking and all the more powerful because of the time and trouble he took to make them relevant to us and to our business. It was impressive for us to see the effort he invested in getting to know us in order to ensure that his messages landed appropriately. His commitment is much appreciated. We are on a journey of discovery and he helped us on our way.*

**Sandra Ling**, Transformation Manager, BP European Fleet Services

### **“Informing, educating and entertaining”**

*Shaun did an outstanding job of informing, educating and entertaining senior leisure directors at the Leaders in Leisure event. So much so, that we invited him back to present for the third year running.”*

**Tim Webster**, Managing Director, Bodylife UK Ltd

### **“Drove us to a new level of thinking and passion”**

*Shaun worked with us to deliver a clear message that provided a fresh and compelling external view whilst linking it to our market and our challenges. His thought provoking approach and interaction with our managers during his speech was impactful not just on the day but it has driven a new level of thinking and passion about how we see our customers and how we will work to deepen the emotional connection with our brand.*

**Carole Edmond**, Managing Director, Bright Horizons Family Solutions

### **“Got our conference off to a great start”**

*Shaun got our Leadership Conference off to a great start with an insightful and thought provoking look at how businesses can succeed by putting the customer experience at the forefront of their strategies. By backing up his assertions with first hand experience and real customer feedback, he provided a clear and challenging picture of where we stand in the marketplace. Shaun was a pleasure to work with throughout – the consummate professional.*

**Philip Orbell**, Corporate Communication Manager, Nationwide Building Society

### **“Brought our plans to life”**

*Shaun worked with us to effectively integrate corporate best practice from major brands with our strategy, bringing our plans to life in such a way that he kept the audience engaged and reinforced key messages. Audience feedback was excellent; clear, passionate, fantastic. It really made me think.”*

**Tim Yates**, Chief Marketing Officer, Vodafone UK

### **“Stretches anyone to go that extra yard”**

*Shaun is a master at storytelling and does it in a way which stretches anyone in the service and sales arena to go that extra yard. His insights are well researched and relevant to the audience – they hit home with full impact.*

**Gordon Lefevre**, General Manager, Personal Financial Services, National Australia Bank



**“An inspirational speaker with a wealth of practical experience”**

*Shaun is a real expert in his industry. This aligns with our vision, since we invite only business experts, not ‘gurus’. Working with Shaun was a real pleasure. Not only is he a brilliant inspirational speaker with a wealth of practical experience, but also a very cooperative partner who listens to the needs of the client. His speech was informative and inspiring and engaged the whole audience in discussion, making the session highly interactive”*

**Iryna Shadeyko**, External Relations Specialist, Mark Tapley conferences

**“New insights on achieving brand differentiation”**

*Our delegates were riveted by what Shaun had to say and I am sure they will take away many new insights on achieving brand differentiation and customer loyalty through the customer experience. I would like to thank Shaun for contributing to our conference’s success.*

**Carmen Lam**, Vice President, Sales & Marketing, Asia Pacific, Intercontinental Hotels Group

**“Engaging and great examples”**

*I would like to thank Shaun for helping make this year’s programme such a success. His engaging performance style and great examples brought the Rexam Forum to a fitting climax. Our aim is to build strong and lasting relationships with our business friends and Shaun’s whole-hearted participation throughout the event was a key ingredient in helping us achieve this.*

**Jonathan Thornton**, Director Corporate Affairs, Rexam PLC

**“Right on target; engaging and thought-provoking for our customers”**

*Shaun invested time to understand the context of the talk and the themes we wished him to reinforce. He delivered a speech that was right on-target. It further built on the events of the day and was engaging and thought-provoking for our customers. As a result, we received very positive feedback from everyone involved.*

**Stuart Potchinsky**, Chief Marketing Officer, Vidus

**“A stimulus for very interesting discussions amongst our top executives”**

*Our Forum in Budapest was a great success and I wanted to thank Shaun very, very much for his brilliant presentation that gave the stimulus for very interesting discussions amongst our top executives.”*

**Judith Eberl**, Coordinator International Programs, Generali Group Innovation Academy

**“Extremely value-adding; exceeded expectations”**

*Shaun’s contribution to our conference was fantastic. Everyone thoroughly enjoyed his sessions and found them extremely value-adding. The overall conference feedback has been overwhelming, both from delegates and senior management. Shaun’s effort to tailor his sessions in line with our overall conference objectives and agenda was greatly appreciated. I am someone with high expectations but Shaun definitely exceeded them.*

**Janet Kench**, CS Project Manager, TNT Express

**“Will help to get buy-in from our senior managers and staff”**

*Shaun’s message was spot on. Getting staff to own and live the brand, and creating a ‘brand community’ is something I have been encouraging; it was reassuring to hear Shaun deliver the same message and will help to get buy-in from our senior managers and staff. The majority of our delegates rated Shaun’s session as the aspect of the day which was most interesting and useful to them at work.”*

**Alison Withrington**, Group Head of Communications, The Hyde Group

**“The first speaker to get a standing ovation”**

*I have been bringing top international speakers to Poland for the past ten years and Shaun is the first speaker in my experience to have received a standing ovation at the end of his one-day workshop.*

**Katarzyna Łasak**, Director, Firma PERSONALITIES

### **“Met the expectations of my customers, which is what really counts”**

*The delegates awarded Shaun’s presentation the highest score of any external speaker. He not only met my expectations, but also the expectations of my customers, which is what really counts. I would therefore like to thank him again for his contribution to our successful conference.*

**Hugo Koppelaars**, Commercial Director – Global Account Management, TNT

### **“His passion and commitment are infectious”**

*The poise, passion and commitment Shaun showed in his work is infectious and I think everyone in attendance appreciated the candour with which he spoke. It is a wonderful treat to be able to listen to a speaker of his calibre and I know it was appreciated by all those in the room.*

**Sharlene Eade**, Australian Institute of Management

### **“New insight on enabling people to differentiate the experience”**

*You don’t want to miss this thought-provocative event. Shaun Smith offers new insight on how we should look at all the possibilities for making our contact centers a value-add, with a greater focus on the customer, and enabling our representatives to differentiate the experience and protect the brand.*

**Russell Reynolds**, Manager, Customer Support Center, Xerox

### **“Brilliant, thought provoking and inspiring key note”**

*Thank you once again on behalf of the team for an absolutely brilliant, thought provoking and most inspiring key note presentation. You did a wonderful job on Monday setting up the scene for the rest of the day and arming us all with fresh thoughts and re-charged batteries!! I really look forward to be working with you again soon.*

**Avner Lustig**, Webcentre Manager Oracle

### **“Fantastic thought provoking speaker”**

*Shaun Smith offered some great insight into creating a world class customer experience.*

**Martin Green**, Senior Internal Communications Business Partner, Satmetrix

### **“New insights on brand differentiation and the customer experience”**

*I found the event enlightening and I took away new insights on achieving brand differentiation and enhancing the customer experience. This is well worth the one-hour investment.*

**Susan Forrest**, Director of Customer Experience Management, Pitney Bowes Inc

### **“Forces you to think - worth every minute”**

*This was a great webinar that forces you to think. Shaun’s premise that too many of us “manage by numbers” instead of “leading from the gut” is supported by intriguing stories and case studies. Worth every minute.*

**Shari Jarackas**, Manager – Training Development & Quality Coaching, DaimlerChrysler

### **“Your keynote was fascinating, entertaining and energising...”**

*Everyone was buzzing afterwards. We’re really very grateful for the time you took to prepare and inspire our delegates.*

**Naomi Gane**, Booksellers Association

### **“Deep expertise and up-to-the-minute insights”**

*We worked with Shaun throughout 2014 on our series of Customer Experience Forums, a new approach for RBS which, has been hugely impactful in increasing the effectiveness and network of our customer leaders. As well as expertly delivered keynotes, Shaun’s session design and facilitation was successful at bridging the differences and uncovering the similarities between the 100+ cross-sector participants who attended each Forum. Shaun’s deep expertise and up-to-the-minute insights meant the content was always compelling. Furthermore, Shaun’s extensive network, the ease with which he worked with our other speakers, and his commitment to the series ensured that every Forum was a success and that every learning and networking opportunity was maximised.*

**Matt Jowett**, Leadership Strategy & Capability, Royal Bank of Scotland



## Public Conferences and Summits

Below, we've listed just a few of the conferences and events that Shaun has featured as a keynote speaker. Please note however that the majority of engagements are for corporate clients and these are not listed.

- **London:** Customer Experience Executive Forums. A series of six forums for 100 partner companies.
- **London:** 'Innovating the Customer Experience'. Keynote to Meeting Industry Association AGM
- **Amsterdam:** CEX in the City
- **London:** The Booksellers Annual Conference. 'Creating a different retail experience'
- **Helsinki:** Asiakkuus 2012. Keynote 'Innovating the Customer Experience'
- **Tehran:** WAF keynote 'BOLD – How to be Brave in Business and Win'
- **Chicago:** keynote at CRMC conference- 'BOLD – How to be Brave in Business and Win'
- **London:** keynote at Adobe summit. 'BOLD – How to be Brave in Business and Win'
- **Singapore:** Implementing Customer Experience. SPRING conference.
- **Singapore:** Think Bold-Act Differently – TFWA conference
- **Utah:** Convergys Sundance Summit - 'How to Design CEM Programs that Promote Growth'
- **London and Chicago:** IBM/Cincom- 'Managing Customer Experience in the Call Centre'
- **Warsaw:** 'Friends of the clients' conference. CEM+ Workshop
- **Edinburgh:** Customer Contact Convention Masterclass. End-to-end customer experience
- **Edinburgh:** UK Customer Management Conference. Managing the Customer Experience keynote
- **Helsinki:** Customer Experience Management One-day workshop
- **Dubai:** Middle East Duty Free Conference. Managing the Customer Experience keynote
- **London:** The London Business Forum. Managing the Customer Experience seminar
- **London:** European Customer Management Conference. Chairman
- **Pärnu:** Marketing Conference. Managing the Customer Experience keynote
- **Shanghai:** 'See, Feel, Think, Do' keynote speech. GCCRM Conference
- **Prague:** Brand Masters Workshop. Hong Kong. Strategic Customer Management workshop
- **Tallinn:** 'See, Feel, Think, Do' – The Power of Instinct event
- **Barcelona:** SITE Worldwide Convention. 'See, Feel, Think, Do' – Awaken Your Senses
- **Bucharest:** Brand Masters workshop
- **Vilnius:** 'See, Feel, Think, Do' – The Power of Instinct event
- **Brasil:** The ABF convention. The Power of Instinct in business
- **Singapore:** The Strategic Customer Experience Management Workshop Asia
- **London:** 'See, Feel, Think, Do' – The Marketing Society
- **Sao Paulo:** Managing the Customer Experience
- **Sydney/Melbourne:** Uncommon Practice and Managing the Customer Experience
- **London:** The European Customer Management Conference
- **Budapest:** Branding Masterminds
- **London:** The European Loyalty Summit
- **Budapest:** World Class Customer Experience
- **Dubai:** The Dubai Experience
- **Istanbul:** Marka, the Brand Marketing Conference
- **London:** The Financial Services Forum
- **Birmingham:** The FitPro business conference, NEC (2004, 2005 and 2006)
- **Orlando:** The North American Customer Management Conference
- **Taipei:** The Harvard Management Services Conference
- **Melbourne/Sydney/Wellington/Auckland:** The 'Uncommon Practice' Road Show
- **New York:** Corporate Image Conference: Employees, the Secret Ingredient

## **Shaun Smith**

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