



Shaun Smith



Over the last decade, Shaun has been a key catalyst in expanding management focus from the tactical issues of 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 world-wide to create a compelling customer experience that achieves brand differentiation and long-term customer loyalty.

He is co-author of three critically-acclaimed business books. His first book '*Uncommon Practice*', researched and written in partnership with Interbrand, examines those companies that create exceptional customer experiences. His second book '*Managing the Customer Experience*', reveals how leaders can build this kind of competitive advantage for their own organisations. Shaun's latest book '*See, Feel, Think, Do – the power of instinct in business*' co-authored with Andy Milligan of Interbrand, explores how highly successful business leaders and entrepreneurs use the power of instinct to achieve results.

Shaun is also contributing author to The Economist's *Brands and Branding* and author of the *Organisational Alignment Survey (OAS™)* and the *Customer Experience Management+™ survey (CEM+™)* - research tools that enable organisations to evaluate and improve their customer experience and align their people with company values and strategy.

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-1980's 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.

Shaun was then asked by Sir Charles Mackay, Chairman of Inchcape Group to become Group Advisor working with 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, a leading provider of workplace learning where he was instrumental in developing Forum's consulting practice in the area of customer experience. During this time Shaun was asked to lead the faculty for EMC corporation's Executive Development Programme. This was a two year initiative to develop high potential leaders and ready them for top roles within EMC.

Shaun now runs his own customer experience consultancy, *Smith+co*, which is firmly rooted in the 'keep it simple' ethos. He doesn't talk paradigms, complex methodologies or seven magic bullets; instead his approach is refreshingly straightforward, always pragmatic and at times, controversial.

Over the last 25 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.

Shaun has featured a number of times on the 'Ask the Expert' programme on CNBC and is sought after to speak internationally on key business issues such as *Brand Leadership and differentiation; The Alignment of Marketing, Customer Service and HR to create customer-focused change; Motivating and Training Employees to Deliver the Brand*. He is a Fellow of the Professional Speakers Association and a Member of the International Federation for Professional Speakers. Shaun was recently voted one of the top business speakers in the UK and has appeared three times at the prestigious London Business Forum. To see an extract from Shaun's latest forum see:

http://www.londonbusinessforum.com/events/uncommon_practice

ORGANISATIONS THAT SHAUN HAS WORKED WITH INCLUDE:

3M, Arcadia, Argos Retail Group, BP, British Airways, Burberry, Cable and Wireless, Carphone Warehouse, Cathay Pacific Airways, Cincom, Colliers CRE, Clifford Chance, Dimension Data, EMC², Ferrari UK, FNB, Generali Group, GlaxoSmithKline, Great Universal Stores, Harcourt Corporation, Holmes Place, Homebase, HSBC, Inter-Continental Hotels, ITT Sheraton, JCB, J Sainsbury, Leo Burnett, Les Mills, Lukas Bank, Manulife, Microsoft, National Australia Bank, NatWest, O2, OCBC Bank, Roche, Schroders Investment Management, Serco, Shangri-La Hotels and Resorts, SigmaKalon, Symantec, The Hyde Group, Toyota, TNT Express, UCB, Vidus, Vodafone, Waterstone's.

PUBLIC CONFERENCES AND SEMINARS INCLUDE: (Note: The majority of Shaun's speaking engagements are for corporate clients and these are not listed)

- 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
- London. London Business Forum. Uncommon Practice seminar.
- 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. 2008 European Customer Management Conference. Chairman.
- Pärnu Marketing Conference 2007. Managing the Customer Experience keynote.
- Shanghai. See, Feel, Think, Do keynote speech. GCCRM Conference. 2007.
- Prague: Brand Masters Workshop. 2007
- Hong Kong. Strategic Customer Management workshop. 2007
- Helsinki: Managing the Customer Experience workshop, 2006
- Tallinn: See, Feel, Think, Do –The Power of instinct event. 2006
- Barcelona: SITE Worldwide Convention. See, Feel, Think, Do – Awaken Your Senses. 2006
- Bucharest: Brand Masters workshop. 2006
- Vilnius: See, Feel, Think, Do-The Power of Instinct event. 2006
- Brasil: The ABF convention. The Power of instinct in business. 2006
- Webinar: Breakthrough ideas to deliver the perfect customer experience (hosted by Cincom 2006)
- Singapore: The Strategic Customer Experience Management Workshop Asia 2006
- London: The Power of Instinct in Business, The London Business Forum 2006
- London: See Feel Think Do, The Marketing Society 2006
- Sao Paulo: Managing the Customer Experience. 2005
- Sydney, Melbourne: Uncommon Practice and Managing the Customer Experience. 2005.
- London: The European Customer Management Conference, 2001, 2002, 2003, 2004, 2005, 2006
- Budapest: Branding Masterminds 2005
- London: The European Loyalty Summit 2005
- Budapest: World Class Customer Experience 2005
- Dubai: The Dubai Experience 2005
- Istanbul: Marka, the Brand Marketing Conference 2003 and 2004
- London: The Financial Services Forum 2004
- Birmingham: The FitPro business conference, NEC. 2004 and 2005
- Orlando: The North American Customer Management Conference, 2003
- Taipei: The 2003 Harvard Management Services Conference
- Birmingham: The 2003 Leaders in Leisure Conference at the NEC
- Melbourne/Sydney Wellington/Auckland: The 2003 'Uncommon Practice' Road Show
- London: Chartered Inst. of Personnel Development: branding your training
- New York: Corporate Image Conference: employees, the secret ingredient
- London: The Institute of Directors: the branded customer experience
- Copenhagen: The Institute of Marketing: managing change to create competitive advantage
- Singapore: The Service Quality Conference: aligning employee behaviour with customer needs

KEY TOPICS INCLUDE

Uncommon Practice – differentiating your brand

What are the 'Uncommon Practices' demonstrated by great brands? What is it that they do differently from less successful organisations? Learn the secrets of Virgin, easyJet, Carphone Warehouse, Harley-Davidson, The Banyan Tree and Amazon.com and many others. This presentation is based on Shaun's book '*Uncommon Practice – People who deliver a great brand experience*' co-authored with Andy Milligan of Interbrand (published by FTPrentice Hall 2002)

See, Feel, Think, Do – the power of instinct in business

How do entrepreneurs and leaders of highly successful companies use the power of instinct to develop new opportunities and avoid downturns? This presentation explores the methods used by Tim Waterstone, Richard Branson, Jeff Bezos, Gordon Ramsay, Steve Jobs, Charles Dunstone and many others. This presentation is based on Shaun's book '*See, Feel, Think, Do – the power of instinct in business*' co-authored with Andy Milligan (published by Cyan Books January 2006).

Managing your customer experience – turning your customers into advocates

Customer service is in crisis – not because it's bad, but because it's undifferentiated. How do you create customer experiences that define your brand? How do you create a level of customer satisfaction that is so strong that customers become your best advocates? How do you avoid becoming one of the 55% of companies that drive customers away through their CRM systems? This highly practical workshop is based on Shaun's book '*Managing the Customer Experience – Turning customers into advocates*' co-authored with Joe Wheeler (published by FTPrentice Hall 2002)

Living the brand – the move towards holistic marketing

Many people talk about 'living the brand'; few know how to do it. How do you turn brand promises and values into brand behaviours? What are the ten most common ways to screw up your brand – and how do you avoid them? How do Marketing, Operations and HR need to work together to truly deliver the brand? This presentation is based on the book '*Brands and Branding*' (published by The Economist Books 2004).

Aligning your organisation – harnessing the power of your people

Implementing strategy is much harder than creating it. Many organisations merge with others or consolidate their brands; some are successful in achieving cost-efficiencies but very few are successful in aligning their people or creating true shareholder value. What are the key ingredients in doing so? How do you energise the people in your organisation to realise the potential value in your company? This presentation is based on extensive research conducted using the 'Organisational Alignment Survey™' (distributed by Persona Global Inc).

TESTIMONIALS

"...the audience reaction was overwhelming. I think the greatest testimony to your presentation is in the scorecard: never before have we had a speaker whose rating has consistently gone off the end of the grid. I'll send you the final result, but I'm sure your average is higher than 5 out of 5! We'll definitely be looking at bringing you in for another event, Singapore, Brussels or Cannes, in the next 12 months."

Michael Barrett Conference & Research Manager TFWA

"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

"The Generali Executive Forum in Budapest was a great success and I wanted to thank you very, very much for your brilliant presentation that gave the stimulus for very interesting discussions amongst our top executives."

Judith Eberl, Coordinator International Programs. Generali Group Innovation Academy

"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 - Divisional Head Office, TNT Express

"Shaun made a real difference to our conference in Cologne 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

"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

"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

"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

"The delegates awarded your presentation the highest score of any external speaker. You not only met my expectations, but also the expectations of my customers, which is what really counts. I would therefore like to thank you again for your contribution to our successful conference"

Hugo Koppelaars, Commercial Director – Global Account Management, TNT

"The workshop was insightful and inspiring. We have a much clearer understanding of how we can differentiate our customer experience and deliver our brand in our European operations. Most importantly, we now have practical tools that we can use to engage our people and enable them to deliver the Phonehouse experience."

Richard Smelt. Group HR Director, The Carphone Warehouse

"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. Events Manager, Australian Institute of Management

"Our delegates were riveted by what Shaun had to say and I am sure that they will take away with them 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

"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

"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

Comments from Shaun's recent Worldwide Webinar, sponsored by Cincom (June 2006)

"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, Pitney Bowes Inc., Director of Customer Experience Management

"You don't want to miss this thought-provocative event. Shaun Smith offers an interesting twist 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, Xerox, Manager, North American Customer Support Center

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

Shari Jarackas, DaimlerChrysler, Manager - Training Development & Quality Coaching

For the fifth year running, Shaun presented at the ECustomerServiceWorld Customer Management Conference in May 2006 in London (Europe's largest customer service conference)

According to Phil Dourado from ECSW, "Shaun has consistently scored among the highest presenters in conference feedback from our attendees". Here's what some of the delegates have said:

"Inspiring, constantly maintaining interest...Shaun is an excellent presenter...Liked his examples, structure and energy. Excellent...very experienced and pragmatic in his approach and content;...Gave practical solutions and real life examples, which gave credibility to what he suggested...Thought-provoking in his presentation...Clear, easy to understand and very practical in implementing and aligning organisations to meet customer needs...Exceptionally relevant with excellent example...Lots of ideas to consider."