

Customer Experience Speakers for Your Event

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Whether you want to improve your business' reputation, raise customer satisfaction scores, or ensure customer loyalty, creating a memorable customer experience (CX) is how your brand can stand out in a very competitive market.

What better way to improve your customer experience knowledge and develop a practical game plan than getting to know CX experts and their strategies?

Here are 25 customer service experts who are not only recognized for their thought leadership, but also their ability to deliver an excellent customer experience keynote speech.



Shep Hyken

1. Shep Hyken

Shep Hyken is recognized as one of the foremost CX and customer service thought leaders in the world. He is a *New York Times* and *Wall Street Journal* bestselling author who helps frontline employees, managers and leaders deliver an amazing customer experience, every time. Shep is the creator of The Customer Focus™, a training program presented all over the world virtually and in live events. He has been inducted into the National Speakers Association Hall of Fame for his achievements in the speaking profession. His latest book, *I'll Be Back: How to Get Customers to Come Back, Again and Again*, is a masterclass in turning customers into repeat customers and repeat customers into loyal customers.

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Blake Morgan

2. Blake Morgan

Blake Morgan believes that “If you make people’s lives easier and better, you will always have an audience.” If you have heard one of her keynote speeches, read one of her bestselling books, or listened to her podcasts, you are familiar with this message. It is a message that she preaches and follows as a customer experience futurist. Blake is the

author of two customer experience books, including the bestseller *The Customer of The Future*. *Real Leaders Magazine* recognized her as one of the top 40 female keynote speakers for 2020.

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John Hall

3. John Hall

John Hall is a thought leader and speaker on topics including content marketing, relationship building and customer experience. As a strategic advisor at Relevance, he works with businesses to boost their digital approach and own their industries. John is the author of *Top of Mind: Use Content to Unleash Your Influence and Engage Those Who Matter To You*, a book highly recommended by Forbes and Inc.com as well as industry leaders.

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Stacy Sherman

4. Stacy Sherman

Stacy Sherman is a speaker, content creator and thought leader who is all about customer experience. She believes that superior customer experiences can be created through engaging employees. Customer experience is a differentiator, especially in a world where impersonal interactions are becoming the norm. She founded Doing CX Right to help

brands realign their strategy to the heart and science of customer experience. She is also the author of two internationally bestselling books, including *Customer Experience 2*, in which she is one of 24 CX experts sharing strategies and tactics for business success through top-notch customer experience.

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Simon T. Bailey

5. **Simon T. Bailey**

Simon T. Bailey is a motivational speaker, coach, author, and TV host who helps people and organizations reach their individual and business goals. He has more than 30 years of experience in the hospitality industry, including as a sales director for the Disney Institute. His books, videos, speeches, and other content are based on his three decades of experience in corporate training. His latest book, *Be the Spark: Five Platinum Service Principles for Creating Customers for Life*, inspires readers to attract and retain customers through surpassing expectations and creating memorable experiences.

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Brittany Hodak

6. **Brittany Hodak**

Brittany Hodak is the chief experience officer at Experience.com, an experience-management platform. Brittany is recognized as an expert at creating and nurturing superfans for brands of all sizes. She helps brands create customer experiences that turn them into superfans who help generate new customers. As an international keynote speaker, she is highly engaging and utilizes the perfect balance of humor, business insights and real-world experience in creating excellent customer experiences. During her high-energy keynotes, Brittany makes sure that her audiences learn how to generate real results that impact their customers in the long term.

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Steven Van Belleghem

7. Steven Van Belleghem

Steven Van Belleghem is a customer experience thought leader. In his keynotes, he coaches individuals and organizations about the future of customer experience, especially in the digital world. He is the co-founder of Nexxworks, helping companies to put innovation and customer-centricity back into the heart of their business. He is the author of multiple bestselling books, including *When Digital Becomes Human: The Transformation of Customer Relationships*, a book that explores new digital relationships and what successful companies have done to be the best at it.

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Dan Gingiss

8. Dan Gingiss

Dan Gingiss believes that a remarkable customer experience is a company's best marketing. As a keynote speaker, he teaches businesses to create great experiences that compel customers to share with their friends and social media followers. He is the chief experience officer of The Experience Maker, a company that teaches employees and leaders how to use customer experience as their sales and marketing tool. His upcoming book, *The Experience Maker: How to Create Remarkable Experiences That Your Customers Can't Wait to Share*, is a guide to standing out in a competitive market by creating evangelists out of happy customers.

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Denise Yohn

9. Denise Lee Yohn

Denise Lee Yohn is a keynote speaker and brand leadership expert who is known for her expertise and personal approach in helping business leaders build exceptional organizations. Her presentation, *Extraordinary Experiences: How to Win Customers' Hearts and Dollars*, teaches businesses how the customer experiences that they create can be their most powerful marketing tool. Denise is also a thought leader and an author of several books, including her bestseller, *What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest*.

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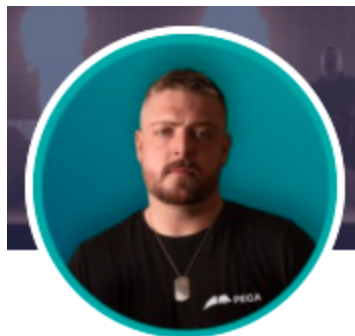


Jeannie Walters

10. Jeannie Walters

Jeannie Walters is a customer experience speaker, trainer and consultant. She helps brands create customer-centric initiatives that benefit customers, employees and their bottom line. She believes that customer experience goes beyond a brand's Net Promoter Score. Brands must have the right vision implemented in their daily actions regarding customer experience that meets their organizational goals. She is the founder of Experience Investigators, an organization that provides customer experience evaluation and training to leaders and employees all around the world.

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James Dodkins

11. James Dodkins

James Dodkins presents the “world’s first and only musical customer experience keynote.” James used to be a real-life, award-winning rockstar who performed on stages all over the world. Today he is the CX evangelist at Pegasystems, where he helps brands build their own hyper-fans. He is also the founder of Rockstar CX, a company that helps businesses improve their company culture and deliver a better customer experience. James is a four-time bestselling author and was awarded the UK’s Most Outstanding CX Keynote Speaker by Corporate Vision Magazine in 2021.

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Adrian Swinscoe

12. **Adrian Swinscoe**

Adrian Swinscoe is a customer service advisor, keynote speaker and author. He helps organizations of all sizes deliver better customer experiences. He delivers tailored presentations on what it means to stand out in today's competitive world. He combines research, trends and his experiences to create impactful interactions between brands and their customers. Adrian is the author of *Punk CX* and believes that CX has become overly technical and needs to be disrupted to be brought back to its people-first core.

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Colin Shaw

13. **Colin Shaw**

Colin Shaw has gained recognition as one of the “World’s Top 150 Business Influencers.” Colin believes that providing a great customer experience is the way to make a business grow. As the founder and CEO of Beyond Philosophy LLC, a management consultancy firm, he helps organizations increase their Net Promoter Scores and enhance customer experience by identifying and resolving the customers’ unmet needs. Colin is a seven-time

bestselling author. His book, *Happy Employees Make Happy Customers: How to Build Great Employee Engagement to Create a Great Customer Experience*, is about creating great employee engagement that drives great customer experience.

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Joseph Michelli

14. **Joseph Michelli**

Joseph Michelli's mission is to "serve those who have a passion to serve well." He is the chief executive officer of The Michelli Experience, a company that helps frontline employees and leaders deliver an engaging customer experience. He is also a speaker and consultant working with organizations to create a space where frontline workers and leaders can grow professionally and in other aspects of their lives. He holds a Certified Speaking Professional designation from the National Speakers Association and is a member of the Authors Guild. Joseph is a bestselling author with titles including *The Airbnb Way: 5 Leadership Lessons for Igniting Growth through Loyalty, Community, and Belonging*.

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Kerry Bodine

15. **Kerry Bodine**

Kerry Bodine is an author and customer experience thought leader. She founded Bodine & Co., a consulting firm that helps leaders create a human-centered approach to business. She believes in aligning a brand's products and services with the needs of its customers. Her book, *Outside In: The Power of Putting Customers at the Center of Your Business*, is a roadmap for using customer experience as a corporate strategy. In this book, she emphasizes the concept of a customer experience ecosystem that involves the front-facing employees as well as those who are working in the background to deliver service that invokes customer loyalty.

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Matt Dixon

16. **Matt Dixon**

Matt Dixon is the author of three Amazon bestselling books on sales and customer experience. His book *The Effortless Experience: Conquering the New Battleground for Customer Loyalty* details how companies can earn customer loyalty through delivering on their brand promise and providing an effortless experience. Matt is also a sought-after speaker who has coached Fortune 500 companies in the United States and all over the world on sales effectiveness and customer experience. He is the chief product and research officer of Tethr, an AI-powered speech analytics platform that provides automated insights from customer conversations.

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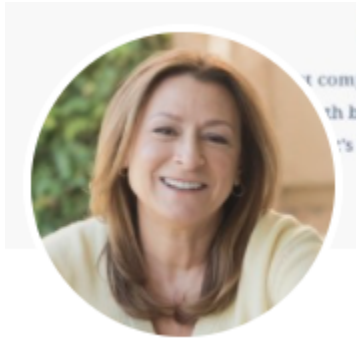


Scott McKain

17. Scott McKain

Scott McKain is a keynote speaker who provides virtual and live events where he teaches organizations how to provide the ultimate customer experience. He has helped businesses around the world develop strategies that help them stand out from the competition. Scott is the author of four No. 1 bestselling books on engaging customers and increasing profits. His latest book, *ICONIC: How Organizations and Leaders Attain, Sustain, and Regain the Ultimate Level of Distinction*, contains practical advice on how to take your business to the next level.

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Jeanne Bliss

18. Jeanne Bliss

Jeanne Bliss is an industry leader in customer-centric leadership. She helps companies around the world achieve business growth that stems from delivering great customer service. Jeanne is the founder of Customer Bliss, a company that helps businesses grow by improving their customers' lives. Her Five Competencies for customer-driven growth are now adapted all over the world as a tool to shift a business' focus to customer experience. Jeanne also shares insights that she has learned in her 35 years in CX in her books, including her latest, *Would You Do That to Your Mother?: The "Make Mom Proud" Standard for How to Treat Your Customers*.

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Tiffani Bova

19. Tiffani Bova

Tiffani Bova is a keynote speaker and the global customer growth and innovation evangelist at Salesforce, where she helps leaders and companies around the world to strengthen customer relationships. In addition, she hosts the *What's Next!* podcast where she interviews thought leaders in business, management and customer experience. Her bestselling book, *Growth IQ: Get Smarter About the Choices that Will Make or Break Your Business*, includes 30 case studies and stories with growth strategies that apply to global brands as well as small and midsize companies.

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Ian Golding

20. Ian Golding

Ian Golding is a customer experience consultant and keynote speaker who shares his customer experience tools and methodologies across multiple industries all over the world. He is the CEO and founder of Customer Experience Consultancy, a company that helps businesses deploy customer experience management programs. In addition, Ian is the author of *Customer What?: The Honest and Practical Guide to Customer Experience*, a

book filled with stories, practical guides and a sustainable framework for creating a great customer experience. In 2015, Ian became the first Authorized Resource and Training Provider for the Certified Customer Experience Professional accreditation.

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Jay Baer

21. Jay Baer

Jay Baer is a Hall of Fame keynote speaker, marketing expert and customer experience consultant. He is the founder of Convince and Convert, a firm that works with the world's biggest brands to enhance their digital marketing and improve their customer service. Jay is the author of six bestselling books, including *Talk Triggers: The Complete Guide to Creating Customers with Word of Mouth*. Talk Triggers is about the importance of word-of-mouth marketing and how the most successful businesses are creating customer chatter around their brand.

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Jim Gilmore

22. Jim Gilmore

Jim Gilmore is a customer experience expert and keynote speaker who helps organizations understand what the experience economy is and what it means to their processes and bottom line. His company, Strategic Horizons LLP, works with other companies to provide more value to their customers by staging experiences that will earn their business and loyalty. Jim is also the co-author of *The Experience Economy*. Now that people are spending more money on experiences, *The Experience Economy* teaches businesses to drive their strategy toward engaging their customers.

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Annette Franz

23. **Annette Franz**

Anette Franz was named one of the “100 Most Influential Tech Women on Twitter” by Business Insider. She has over 25 years of experience helping companies understand their customers and employees. As a keynote speaker and coach, she helps companies design strategies to drive satisfaction, engagement and retention. Her book, *Customer Understanding: Three Ways to Put the “Customer” in Customer Experience (and at the Heart of Your Business)*, is a guide to how brands can utilize surveys and data, personas and journey mapping to bring back the focus to their customers.

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Brian Solis

24. **Brian Solis**

Brian Solis is a global innovation evangelist at Salesforce. He helps leaders humanize technologies and trends to gain a new perspective that will help their businesses thrive in the future. Brian speaks all over the world on the topics of CX, trends and human behavior. He helps individuals and organizations take charge of the future that they want to see. His insights can be accessed through multiple publications and his eight bestselling books. His latest book, *Lifescape: How to Live a More Creative, Productive, and Happy Life*, is a research-based guide on how to succeed despite the effects of digital disruptions.

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David Avrin

25. **David Arvin**

David Avrin is a customer experience and marketing speaker who delivers content-rich presentations all over the world. He believes that a good customer experience is more than just service with a smile. It is reducing friction throughout every step of the customer's journey. David is also the author of three books about customer experience and marketing, including his latest, *Why Customers Leave (and How to Win Them Back)*. This book is set to challenge what brands think their customers want, need and expect from them.

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Deanna Ritchie

Managing Editor at ReadWrite

Deanna is the Managing Editor at ReadWrite. Previously she worked as the Editor in Chief for Startup Grind and has over 20+ years of experience in content management and content development.