



Industry News

Top 50 Customer Service Leaders 2024



Richard James


Director of CX, Web | AmplifAI

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Remember that time you had an absolutely mind-blowing customer service experience? The kind that made you think, "Wow, this company really gets me!" That magic doesn't just happen, it's the work of brilliant customer service leaders operating both in front and behind the scenes.

Let's face it, there's a lot of noise out there about how to deliver great customer service. It's tough to cut through and find the leaders actually making waves, the ones truly amplifying what it means to deliver an



unforgettable customer experience. That's the whole reason we put together our Top Customer Service Leaders of 2024 list.

At AmplifAI, we get that awesome customer service is a team sport. Our employee centric call center performance management software gives team leaders and agents the insights they need to rock those interactions, but we know tools are just one part of the equation.

That's why we're shining a spotlight on the Customer Service Leaders and CX Influencers whose vision and strategies truly amplify the impact of each and every call.

These leaders we've spotlighted come from different backgrounds and use different playbooks, but they all share a relentless focus on putting the customer at the heart of everything they do.

So, before we get into the individual spotlights, let's dive into what really sets a great customer service leader apart.

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What Makes a Great Customer Service Leader?

The best customer service leaders create unforgettable experiences that leave customers feeling valued and understood. To achieve this, exceptional leaders demonstrate through their work the following qualities:

1. Customer Whisperers

They go beyond listening, tapping into the unspoken needs and emotions that make each customer unique. Their superpower is understanding, and it shows in the solutions they create.

2. Visionary Strategists

They're not just thinkers, they're innovators. They craft forward-thinking customer service visions that blow away expectations, align

with bigger business goals, and are always a step ahead of what customers will need next.

3. Champions of Continuous Improvement

They never settle for good enough. They're constantly amplifying the quality of the customer experience, taking feedback seriously, analyzing data, and experimenting to make things even better.

4. People Amplifiers

They understand that the best customer service comes from engaged and empowered teams. They know how to get the most out of their people, creating that magic link between happy employees (EX) and awesome customer experiences (CX).

5. Effective Communicators

They're not just good at talking to customers; they're masters of clear communication. They're skilled at sharing their vision, giving constructive feedback, and setting expectations both with their team and the people they serve.

6. Technology Advocates

They know the right tech can be a game-changer, amplifying the impact of every customer service interaction. They're always on the lookout for smart tools that make processes smoother, give customer support agents superpowers, and ultimately make customers happier.

What a Great Customer Service Leader Can Do for Your Company

Investing in customer service leaders or CX influencers for your company isn't just about being nice to your customers or a marketing

ploy – it's about serious business growth.

Here's what the customer service leaders we've selected can achieve for your company:

Level Up Your Brand

When customers feel genuinely understood, they love your company for it. This builds that powerful reputation that draws in the right people.

Create Loyal Fans

Customers who feel valued are the ones who stick around, fueling your long-term success.

Inspire Advocacy

Turn customers into passionate brand advocates who spread the word better than any ad campaign ever could.

Beat the Competition

In a world where products can feel the same, incredible customer service becomes your secret weapon. It's what your rivals can't easily copy.

Shining a Spotlight: Women Leaders in Customer Service

We're beyond excited that 30% of our Top Customer Service Leaders of 2024 list features incredible women. While customer service is often a female-dominated field, leadership positions have historically lacked this same representation.

There are so many exceptional women leaders in CX that a list of its own is warranted – and it's something we're seriously considering.

We're proud that our list reflects the changing landscape of the industry, and we're committed to amplifying the voices of women leaders who are transforming customer experiences.

Now, without further ado, let's meet the brilliant minds who landed on our Top 50 Customer Service Leaders of 2024 list.

Did We Miss Someone?

We recognize that many other deserving individuals are making a difference. If you know of an exceptional leader who should be included, please [reach out to us!](#)

Top 50 Customer Service Leaders of 2024

Meet the leaders who've turned customer service into a superpower. Their stories, leadership, strategies, and unwavering belief in putting customers first will leave you energized and ready to take action.

Adam Toporek



Customer Service Leader: Adam Toporek

Adam Toporek is an internationally acclaimed customer service leader and CX expert, celebrated as a keynote speaker and frontline trainer. He champions the belief that outstanding customer experiences are fundamental to business success.

As a third-generation entrepreneur, Adam understands how customer experience impacts the bottom line. His innovative thought leadership in customer experience inspires organizations to transcend traditional perspectives, fostering enduring customer loyalty.

Author of [Be Your Customer's Hero](#) founder of the influential [Customers That Stick®](#) blog, and co-host of the Crack the Customer Code podcast, Adam's profound insights have established him as a sought-after customer service leader. His expertise is regularly showcased in global media, where he shares transformative strategies and principles for achieving service excellence.

Beyond his role in shaping exceptional customer experiences, Adam is an angel investor with a keen eye for supporting disruptive innovators, further underscoring his multifaceted influence as a customer experience leader.

Connect with Adam:

- Twitter: [Adam Toporek \(@adamtoporek\)](#)
- LinkedIn: [Adam Toporek – Customer Service Expert, Speaker and Author – CTS Service Solutions](#)

AmplifAI's favorite content from Adam:

- [Empathy Is Not Just a Mindset; It Is a Learned Skill](#)
- [How to Destroy a Customer Relationship in the Final Moments](#)

Adrian Swinscoe



Customer Service Leader:
Adrian Swinscoe

Adrian Swinscoe is an experimental CX thought leader, visionary, best-selling author, Forbes contributor, speaker, investor, advisor and aspirant CX Punk.

His dual approach involves:

1. Providing tailored advisory services on nuanced service, experience, and engagement challenges, whether on an ongoing or project-specific basis.
2. Enhancing clients' internal capabilities through mentorship, insightful white-papers, impactful keynotes, and comprehensive masterclasses.

Adrian's expertise is sought after by an impressive roster of clients such as Sky, NowTV, Apple, ING, KFC, Philips, Cancer Research UK, Talk Talk, Kramp, Intercontinental Hotel Group, Olympus, Harper Collins, the UK Gov's Crown Commercial Service, Microsoft, Nespresso, Pearson and Costa Coffee as well as numerous tech vendors and many smaller and medium-sized businesses.

Beyond his advisory role, Adrian shines as a best-selling author, Forbes contributor, esteemed blogger, and engaging podcaster.

He is a frequent presence on the conference circuit, sharing his wisdom as a speaker, panelist, and chair. His 2016 best-selling book, "[How to Wow: 68 Effortless Ways to Make Every Customer Experience Amazing](#)," continues to influence professionals across industries.

Adrian's other published works include a published a genre-busting book, [Punk CX](#), in 2019 and published an exciting follow-up, [Punk XL](#), at the end of 2021. Adrian's long standing career in CX and customer service make him an addition to this list you don't want to miss!

Follow Adrian on Social Media:

- Twitter: [Adrian Swinscoe \(@adrianswinscoe\)](#)
- LinkedIn: [Adrian Swinscoe – Aspirant punk – Punk CX](#)

AmplifAI's favorite content from Adrian:

- [The Imperative of Customer Trust in 2024](#)
- [A Center-Out business architecture enables better and more empathetic customer experiences – Interview with Don Schuerman of Peg](#)

Aimee Lucas



Customer Service Leader: Aimee
Lucas

Aimee Lucas is a customer service leader and experience management guru, with an extensive background as a researcher, advisor, trainer, and speaker driving organizational success. At the heart of her work as Director of Client Experience at Moss Adams, and previously Qualtrics' XM Institute, Aimee dedicates her expertise to enhancing organizations'

experience management (XM) programs, guiding them toward achieving loyalty through exceptional customer and employee experiences.

With a career spanning over two decades, Aimee's contributions have been pivotal in refining service delivery and customer experiences (CX) through people development and process improvement initiatives. Aimee excels in market research, program management, marketing, instructional design, and training, all geared toward advancing CX and EX (Employee Experience) in global enterprises.

Before her roles at Moss Adams and Qualtrics XM, Aimee was instrumental in crafting the CX strategy and overseeing the Voice of the Customer program at Crowe Horwath LLP, a premier public accounting and consulting firm in the US.

Aimee is a Certified Customer Experience Professional (CCXP) with an academic foundation in marketing management from the University of Notre Dame.

Connect with Aimee:

- Follow Aimee on Twitter: https://twitter.com/Aimee_Lucas
- Connect with Aimee on LinkedIn: <https://www.linkedin.com/in/aimeelucas/>

Amplifai's top content picks from Aimee:

- [Experience Management with GigCX Model](#)
- [Harnessing Customer Feedback to Enhance Employee Strategies](#)

Annette Franz



Customer Service Leader:
Annette Franz

Annette Franz is a luminary customer service leader and the visionary founder and CEO of [CX Journey Inc.](#) With an impressive tenure exceeding 30 years, spanning both client-side and vendor-side experiences, Annette excels in empowering companies to deeply understand their employees and customers. Her expertise is pivotal in pinpointing the key factors that enhance retention, satisfaction, engagement, and the overarching goal of exceptional customer experience.

Annette is the author of *Customer Understanding: Three Ways to Put the “Customer” in Customer Experience (and at the Heart of the Business)*, and *Built to Win: Designing a Customer-Centric Culture That Drives Value for Your Business* both works providing actionable insights into placing customers at the core of business strategy. Annette's contributions to the field have not only enriched the industry's knowledge base but have also cemented her status as a top influencer in Customer Experience recognized globally for her profound impact and thought leadership.

Honored as one of “The 100 Most Influential Tech Women on Twitter” by Business Insider, Annette’s influence resonates well beyond her immediate network, inspiring a wide audience of professionals and organizations worldwide to refine their approach to customer experience. If you haven't connected with Annette already, you need to check out our top content picks!

Connect with Annette:

- Follow Annette on Twitter: <https://twitter.com/annettefranz>
- Connect with Annette on LinkedIn: <https://www.linkedin.com/in/annette-franz/>

AmplifAI's top content choices from Annette:

- [What Exactly is Customer Experience](#)
- [The Intersection of AI and CX](#)

Arie Goldshlager



Customer Service Leader: Arie
Goldshlager

Arie Goldshlager is an Independent Consultant specializing in Customer Insight, Customer Strategy, Customer Lifecycle Management, and Innovation.

His work in Customer Lifecycle Management is pivotal, crafting strategies and enhancing the performance of essential processes such as Customer Acquisition, Onboarding, Development, Loyalty, and Winback, ensuring a seamless and rewarding customer journey.

With a keen focus on Customer Insight, Arie excels in devising innovative segmentation, targeting, analysis, and measurement

solutions, enabling businesses to harness the power of data-driven strategies for customer-centric growth.

Arie's consulting portfolio boasts collaborations with industry giants like Prodigy, Safeway, FedEx, USAA, Capital One, BT Wireless (O2), Samsung Card, and LG Capital, showcasing his versatility across various sectors including Financial Services, Consumer Lending, Retail, Internet, and Telecommunications.

Arie's experience spans client-side, consulting-side, and agency-side roles, making him a well-rounded strategist adept at aligning company objectives with customer needs and frontline realities. His leadership extends to call center performance improvement projects, where his expertise in balancing corporate goals, customer satisfaction, and employee engagement shines through.

Connect with Arie :

- Follow Arie on Twitter: <https://twitter.com/ariegoldshlager>
- Connect with Arie on LinkedIn: <https://www.linkedin.com/in/goldshlager/>

Augie Ray



Customer Service Leader: Augie
Ray

Augie Ray is a Vice President Analyst, specializing in customer experience (CX) for marketing and CX pioneers. His extensive coverage includes key areas like the ROI of CX, comprehensive CX strategy and governance, and effective methods for CX leaders to secure enduring sponsorship.

Augie's insights go deep into the buy/own/advocate customer journey, advanced voice of customer (VoC) and survey strategies, customer journey mapping, CX analytics, and the instrumental role of social media and word of mouth (WOM) in shaping CX, along with the art of persona development.

As a customer service leader Augie Ray empowers CX and marketing executives to initiate and steer successful CX initiatives, leverage VoC data with proficiency, align CX metrics with key success indicators, and enhance their utilization of customer journey maps and personas.

His strategic guidance on the "customer experience pyramid" enables brands to delineate critical experiences, fostering the development of impactful and innovative customer interactions.

Connect with Augie:

- Follow Augie on Twitter: <https://twitter.com/augieray>
- Connect with Augie on LinkedIn: <https://www.linkedin.com/in/augieray/>

AmplifAI's top content choices from Augie Ray:

- [GPT-4 and AI Can Enhance or Kill Your Brand](#)
- [Are Your Loyalty Metrics Damaging Customer Loyalty?](#)

Barry Dalton



Customer Service Leader: Barry
Dalton

Barry Dalton is a distinguished leader in Customer Experience (CX) and digital transformation, renowned for spearheading strategies that drive significant business growth. His career is marked by generating over \$1 billion in revenue through innovative digital CX initiatives.

Barry's expertise encompasses digital transformation strategies, omnichannel solutions, conversational AI, CRM optimization, and advanced customer analytics.

Previously holding roles at Deloitte, Strategy, GSK, and as the Vice President of Digital & Analytics Transformation at Genpact, Barry has consistently demonstrated his ability to blend strategy with technology across various sectors, including Consumer Products, Pharmaceuticals, Retail, and Technology.

His achievements include tripling operating profits year-over-year, exceeding new business sales targets by an average of 18% over a decade, and launching six digital services businesses.

As of 2023, Barry serves as the Senior Managing Partner - Digital, Analytics, Tech Services at [Concentrix](#), where he continues to shape the future of digital customer engagement and CX innovation. Barry's thought leadership and contributions to the CX community are widely recognized, making him a key influencer and a driving force behind the evolution of customer experience and digital leadership.

Connect with Barry:

- Follow Barry on Twitter: <https://twitter.com/bsdalton>
- Connect with Barry on LinkedIn: <https://www.linkedin.com/in/barrydalton/>

Bill Quiseng




Customer Service Leader: Bill
Quiseng

Bill Quiseng is a Chief Experience officer, award-winning speaker, blogger, and writer, renowned for his expertise in customer service for front-line associates and leadership acumen for managers. With a legacy spanning over three decades in luxury resort/club management, Bill excelled as the general manager of Marriott Vacation Club Pulse San Diego.

His leadership was instrumental at The Inn at Bay Harbor-A Renaissance Golf Resort, MI, which was celebrated as one of the World's Best Hotels by Travel+Leisure magazine.

Bill's lengthy career as a customer service leader is marked by numerous awards including the prestigious Renaissance Hotels General Manager of the Year, Marriott International Leadership Excellence and Sales Excellence Awards, the Petoskey Chamber of Commerce Mission Award, and the American Hotel & Motel Association Pearson Award for Excellence in Lodging Journalism.

His blog along with Facebook, Instagram and Twitter pages, offer practical tips, insight and inspiration to serve as reminders on how to improve your personal delivery of customer service. If you're touring Bill's website you'll find an entire repository of customer service and customer experience "[Qui Quotes On Customer Service](#)" short paragraphs that perfectly sum up key concepts to remind us to put the customer first in all of our business decisions.



Taking care of the customer and caring for the customer are not the same thing. Know the difference.

His insightful contributions to customer service and customer experience have earned him recognition as a leading influencer, with honors such as Userlike's 11 Gurus of Customer Service and SAP Business Innovation's Top 60 Customer Experience Influencers.

Recently in April 2024 Bill has been nominated by Contact Center World for the [2024 Industry Champion Awards](#).

Connect with Bill Quiseng:

- Follow Bill on Twitter: <https://twitter.com/billquiseng>
- Connect with Bill on LinkedIn: <https://www.linkedin.com/in/billquiseng/>

AmplifAI's top content choices from Bill:

- [Welcome to CX 102: Advanced CX](#)
- [Whatever your title or position, be a servant leader to all generations, especially Gen N](#)

Bob Thompson



Customer Service Leader: Bob
Thompson

Bob Thompson is an esteemed international authority on customer-centric business management, with a history of influencing industry trends dating back to 1998. As the founder and CEO of CustomerThink Corporation, and the editor-in-chief of [CustomerThink.com](https://www.customerthink.com), he leads the world's largest online community dedicated to advancing customer-centric business strategies.

His commitment to this field is demonstrated through his insightful research and thought leadership.

Bob's notable contributions include his book, *Hooked on Customers*, which highlights the five essential habits of leading customer-centric firms, and his role as a co-author of *The Blueprint to CRM Success*.

His influential work, "Customer Experience Management: A Winning Business Strategy for a Flat World," has been pivotal in defining effective customer-centric strategies. Before founding his company, Bob enhanced his expertise in the IT industry, with significant roles at IBM where he advised firms on leveraging information technology to address business challenges and achieve a competitive edge.

Connect with Bob Thompson:

- Twitter: [Bob Thompson \(@Bob_Thompson\)](https://twitter.com/Bob_Thompson)
- LinkedIn: [Bob Thompson – Coronado, California | Professional Profile](#)

AmplifAI's top content selections from Bob:

- [Secrets of Customer-Centric Success – Interview with Jeff Puritt, CEO of TELUS International](#)
- [Is Customer Experience the Key to B2B Differentiation? Yes, the Service Experience!](#)

Bruce Temkin



Customer Service Leader: Bruce
Temkin

Bruce Temkin is recognized as a premier customer service leader and expert in customer experience, particularly known for his work in guiding large organizations to achieve differentiation through customer-focused strategies.

Over his 12-year tenure at Forrester Research, he led the B2B, financial services, and customer experience practices, earning the distinction of being the most-read analyst for 13 consecutive quarters.

As a Vice President & Principal Analyst, his expertise made him one of the most sought-after consultants and speakers in the industry, authoring numerous research reports and shaping Forrester's foundational customer experience evaluation methodologies and training programs.

Bruce founded Temkin Group, a research and consulting powerhouse focused on customer experience innovation. In his role as Managing Partner, he has advised leading global firms, delivered keynotes at premier industry gatherings, and contributed to the evolving dialogue on customer experience trends through his widely acclaimed blog, Experience Matters.

The acquisition of Temkin Group by Qualtrics in October 2018 further solidified his legacy, integrating his insights into a broader platform for CX research, consulting, and training excellence.

Bruce has recently made the bold leap into his next chapter "Humanity@scale", getting down to writing the book he started in 2014, and leveraging his extensive background in the AI technology sector to advise budding tech startups.

Connect with Bruce:

- Twitter: [Bruce Temkin \(@btemkin\)](#)
- LinkedIn: [Bruce Temkin, CCXP – Head of the XM Institute – Qualtrics](#)

AmplifAI's top content choices from Bruce:

- [My Next Chapter](#)

Chip Bell



Customer Service Leader: Chip
Bell

Chip Bell is a celebrated customer service leader, a keynote speaker whose insights captivate audiences, and a prolific author whose works inspire innovation in service delivery. His 23rd book, "Kaleidoscope: Delivering Innovative Service That Sparkles," has been heralded as an essential guide for those committed to offering remarkable customer service, winning a 2017 Best Book Award in the business category and a silver medal from the North American Book Awards, *Inside Your Customer's Imagination* which was released in September 2020 provides another transformative perspective.

As a leader in customer service, Chip's contributions go beyond conventional wisdom, challenging professionals to explore creative and impactful methods to enhance customer interactions.

His writings and presentations encourage CX professionals to think outside the box to create memorable customer experiences.

Connect with Chip:

- Twitter: [Chip R. Bell \(@ChipRBell\)](#)
- LinkedIn: [Chip Bell - Atlanta, Georgia | Professional Profile](#)

AmplifAI's top content selections from Chip:

- [Use the Power of Service Generosity](#)
- [The Real Reason Customers Leave](#)

Colin Shaw



Customer Service Leader: Colin
Shaw

Colin Shaw is the founder of [Beyond Philosophy LLC](#), a firm that propels organizational growth by unveiling customers' hidden, unmet needs. His visionary approach helps businesses unlock value by enhancing customer experiences to address these crucial needs, fostering customer retention and market expansion.

Colin's leadership and innovative strategies led Beyond Philosophy LLC to be recognized by the Financial Times as one of the premier management consultancies.

His influence is acknowledged globally, with LinkedIn naming him one of the 'World's Top 150 Business Influencers,' and his continued recognition as a 'Top 50 Marketing Thought Leader Over 50' by Brand Quarterly readers. His expertise is further solidified by his ranking as a top 'Customer Service Guru' by a Global Guru poll.

As an author of seven bestselling books on customer-driven growth, employee experience (EX) and one of our personal favorites [Happy Employees Make Happy Customers: How Build Great Employee Engagement to Create a Great Customer Experience](#) Colin shapes the industry's understanding of how to cater to customer needs effectively.

Colin co-hosts the [Intuitive Customer podcast](#), a valuable resource for those eager to delve deeper into customer behavior insights. His keynote speeches are not just talks but transformative experiences, inspiring organizations to place customers at the heart of their business strategies.

Followers and enthusiasts can engage with his thought-provoking insights through his LinkedIn newsletter 'Why we buy'.

If you're passionate about customer service and want to excel in the field you need to check out Colin's work!

Connect with Colin:

- Twitter: [Colin Shaw \(@ColinShaw_CX\)](#)
- LinkedIn: [Colin Shaw – Founder & CEO – Beyond Philosophy LLC](#)

AmplifAI's top content choices from Colin:

- [Uncover the incredible Impact on ROI of Harnessing Customer emotions](#)
- [How Applying Key Sports Principles Can Boost Your Customers' Experience](#)

Dan Gingiss



Customer Service Leader: Dan
Gingiss

Dan Gingiss is a prominent customer service leader whose 20-year career is a testament to his commitment to delighting customers. Having held significant leadership roles at three Fortune 300 companies – McDonald’s, Discover, and Humana – he has honed his expertise in customer experience, marketing, social media, and customer service. Dan is acclaimed for his view that outstanding customer experience is the most powerful marketing strategy.

An international keynote speaker, Dan captivates audiences with his dynamic and engaging speaking style. . His presentations are more than just informative; they are memorable experiences, infused with energy and insight, ensuring that the audience leaves with both valuable knowledge and an invigorated sense of purpose.

Dan's influential books, *Winning at Social Customer Care: How Top Brands Create Engaging Experiences on Social Media*, *The Experience Maker* and his role as the co-host of the award winning podcast *Experience This!* position him as a central figure in shaping contemporary customer service practices. Dan earned a B.A. in psychology and communications from the University of Pennsylvania and an M.B.A. in marketing from the Kellogg School of Management at Northwestern University. Dan is also a licensed bartender, a pinball wizard, and he once delivered a pizza to Michael Jordan (true story, ask him about it).

His consistent contribution to Forbes and recognition as one of the “Top 100 Digital Marketers of 2019” and a “Top 50 Social Media Marketing Influencers to Follow” underscore his standing as a leading authority in customer engagement and experience.

If you haven't yet connected with Dan or reviewed his work on customer service and CX, you're missing out!

Connect with Dan:

- Twitter: [Dan Gingiss #SAPPHIRENOW \(@dgingiss\)](#)
- LinkedIn: [Dan Gingiss – Chief Experience Officer – The Experience Maker, LLC](#)

AmplifAI's top content choices from Dan:

- [What Corporate America Taught Me About Customer Experience](#)
- [Why Pricing And Customer Experience Go Hand In Hand](#)

David Avrin



Customer Service Leader: David Avrin

One of the most in-demand Customer Experience speakers and consultants in the world today, David Avrin, CSP, Global Speaking Fellow, has shared his content-rich, very entertaining and actionable presentations with enthusiastic audiences and organizations across North America and in 26 countries on six continents.

David helps organizations and their leaders better understand and serve their changing customers and clients to help future-proof their businesses by becoming "ridiculously easy to do business with.TM"

David's business insights have been featured in thousands of media worldwide. He is also the author of [five books](#) published in multiple languages including the acclaimed: *It's Not Who You Know, It's Who*

Knows You!, *Why Customers Leave (and How to Win Them Back)* and his newest book: *Ridiculously Easy to Do Business With* – A practical guide to giving customers what they want—how and when they want it will be released early summer 2024

If you're a leader in CX or customer service David's website is packed with insights you can put into action within your organization right away! Check out the [raving fans](#) of David's keynotes.

Connect with David:

- Follow David on Twitter: <https://twitter.com/DavidAvrin>
- Connect with David on LinkedIn: <https://www.linkedin.com/in/davidavrin/>

AmplifAI's top content choices from David:

- [What Is the Customer Experience Lifecycle?](#)
- [7 Tips for Winning Back Customers](#)

Denise Lee Yohn



Customer Service Leader:

Denise Lee Yohn

Denise Lee Yohn has established herself as an in-demand keynote speaker, whose expertise and personal approach inspire business

leaders worldwide to cultivate great brands and outstanding organizations. Her captivating keynote presentations have engaged international audiences at high-profile venues, including TEDx, the Consumer Electronics Show, and The Art of Marketing, as well as corporate events for distinguished clients like Facebook, Lexus, and the NFL.

Denise is the acclaimed author of several influential books, notably the bestseller *What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest.*, and *FUSION: How Integrating Brand and Culture Powers the World's Greatest Companies.*

She is recognized for her thought leadership as a regular contributor to Harvard Business Review and Forbes, and her authoritative voice resonates through her articles for Fast Company, Entrepreneur, and other prestigious publications.

Denise initially cultivated her brand-building approaches through several high-level positions in advertising and client-side marketing. She served as lead strategist at advertising agencies for Burger King and Land Rover and as the marketing leader and analyst for Jack in the Box restaurants and Spiegel catalogs. Denise went on to head Sony Electronic Inc.'s first ever brand office, where she was the vice president/general manager of brand and strategy and garnered major corporate awards.

Our favorite quote from Denise;

Spotting an exceptional brand is easy. Building an exceptional brand, however, can be one of the most overwhelming and elusive challenges organizations face

Connect with Denise:

- [Twitter: Denise Lee Yohn \(@deniseleeyohn\)](#)
- [LinkedIn: Denise Yohn – San Francisco, California | Professional Profile](#)

AmplifAI's top content choices from Denise:

- [Do Brands Matter in the Age of Influencers & Algorithms?](#)
- [Link Culture To Performance Through Metrics](#)

Dennis Wakabayashi



Customer Service Leader:
Dennis Wakabayashi

Dennis Wakabayashi, rightfully known as "[The Global Voice of CX](#)," is a visionary leader shaping the future of customer experience (CX). As a sought-after Customer Experience Journalist, Keynote Speaker, and Enterprise CX Consultant, he leverages his deep understanding of consumer behavior and digital trends to drive transformative results for global brands.

Dennis's passion for CX education is evident in his roles as a Digital Marketing Instructor and prolific Content Creator, empowering CX professionals worldwide through his [YouTube](#) channel and the insightful "[CX in the Wild](#)" podcast.

Recognized as a top B2B Influencer and included in Campaign US's Digital 40 over 40, Dennis's thought leadership extends far beyond

theory. His work with Team Wakabayashi has produced groundbreaking CX strategies for clients such as FedEx Office, Wells Fargo, Starbucks, and See's Candies, demonstrating the tangible impact of human-centered customer experiences.

Dennis Wakabayashi's dedication to elevating the entire CX industry makes him a clear Top Customer Service Leader to make our list.

Connect with Dennis:

- Twitter: [Dennis Wakabayashi \(@globalvoiceofcx\)](#)
- LinkedIn: [Dennis Wakabayashi – Global Voice of CX | Customer Experience Journalist | MC and Keynote Speaker](#)

AmplifAI's top content picks from Dennis:

- [New School CX Leadership: Key Strategies for Aspiring and Seasoned Professionals](#)
- [Introduction to New International CX Standards](#)

Evan Shumeyko



Customer Service Leader: Evan Shumeyko

Evan Shumeyko currently serves as Head of Experience for [Kinship](#), leveraging technology, content, and innovation to enhance the lives of

pets. Previously, Evan led Customer Experience for The Farmer's Dog, managing a 225+ person team and shaping CX strategy.

Before joining The Farmer's Dog, Evan directed the "Big Idea" design practice for BNY Mellon. Evan's passion for diverse perspectives drives a career focused on tackling multifaceted challenges.

Evan founded Ogilvy & Mather's strategy practice, specializing in sales, service, and employee experience. Their focus on "making brands human" attracted clients like American Express, Southwest Airlines, FM Global, IBM, Dupont, BlackRock, and E*Trade.

Recognized as an expert in transforming employee-driven brand experiences, Evan empowers teams to create impactful customer interactions.

Key achievements include:

- Founding a \$10M+ annual consulting practice at Ogilvy
- Developing a SaaS sales enablement platform for American Express OPEN, achieving 150% ROI in its first year
- Elevating Southwest Airlines' customer experience by pinpointing employee service gaps and driving C-Suite adoption of a new approach to excellence

Coonect with Evan:

- Twitter: [Evan Shumeyko \(@evanshumeyko\)](#)
- LinkedIn: [Evan Shumeyko](#)

Flavio Martins



Customer Service Leader: Flavio
Martins

Flavio Martins, the VP of Operations and Customer Support at DigiCert, Inc., is a stand out customer service leader in the digital security industry.

DigiCert, a front-runner in [enterprise SSL Certificate Management](#) and PKI technology, is renowned for ensuring secure Internet of Things (IoT) connections for a vast array of government, education, and Fortune 500 organizations.

With a robust educational background, holding a B.S. in Information Technology from Utah Valley University and an M.S. in Technology Management from Denver University, Flavio's expertise is in harmonizing technology with the unique human element to craft exceptional and memorable customer experiences. His approach goes beyond traditional service metrics; it's about embedding customer-centricity into the fabric of the organization.

An acclaimed author of [Win the Customer: 70 Simple Rules for Sensational Service](#), customer service blogger and enthusiast, Flavio's mission aims to demonstrate how organizations can transform customer experience into a unique competitive advantage, securing enduring customer loyalty. His customer service insights offer practical strategies for any business looking to excel in customer engagement and satisfaction.

Connect with Flavio:

- Twitter: [Flavio Martins \(@flavmartins\)](#)
- LinkedIn: [Flavio Martins – Senior Product Manager – DigiCert, Inc.](#)

AmplifAI's top content picks from Flavio:

- [How to Build a Social Customer Service Program](#)
- [How to Stay Connected with Your Customers](#)

Frank Eliason



Customer Service Leader: Frank
Eliason

Frank Eliason, celebrated as a pioneering customer service leader and an insightful author, has been acclaimed by BusinessWeek as “the most famous customer service manager in the US, possibly the world.” His innovative contributions have fundamentally shaped the integration of social media with customer service, setting a new standard for the industry.

At Comcast, where he stepped in as executive support manager, Eliason was instrumental during a critical period of public relations challenges. His groundbreaking initiative to create the @ComcastCares Twitter account marked a transformative era in customer relations, enabling direct and effective resolution of customer complaints through social media.

His engagement with over 10,000 customers on Twitter not only mitigated public relations issues but also garnered extensive media coverage, highlighting his impactful approach in outlets like The Wall Street Journal, ABC News, Wired, The Washington Post, Forbes, and The Philadelphia Inquirer.

Transitioning from Comcast in July 2010, Eliason furthered his journey at Citi as the global director of social media, where his innovative strategies continued to earn him widespread recognition.

Later, as Executive VP at Zeno Group, he honed his expertise in digital and customer experience, influencing broader industry practices.

His contributions to customer service and experience are further acknowledged through his board roles with the Better Business Bureau and the Society of Consumer Affairs Professionals.

Connect with Frank:

- Twitter: [Frank Eliason \(@FrankEliason\)](#)
- LinkedIn: [Frank Eliason – Consultant – Frank Eliason, LLC](#)

AmplifAI's top content picks from Frank Eliason:

- <https://www.frankeliason.com/2013/10/yesterday-is-not-ours-to-recover-but-tomorrow-is-ours-to-win-or-lose/>

Ian Golding



Customer Service Leader: Ian
Golding

Ian Golding is a highly influential freelance Customer Experience consultant whose expertise guides top-tier companies in refining their Customer Experience strategy, measurement, improvement, and employee advocacy techniques. His experience spans multiple industries, where he has implemented customer experience tools and methodologies worldwide, establishing him as a customer service leading authority.

An [acclaimed international speaker](#) and dedicated blogger on customer experience topics, Ian's insights can be explored at ijgolding.com/blog. He is on the inaugural board of Directors of the CXPA (Customer Experience Professionals Association), contributing to shaping the future of customer-centric practices.

Achieving Certified Customer Experience Professional (CCXP) designation in 2014, Ian cemented his deep expertise and dedication to the customer experience discipline. His position as Chairman of the judging panel for both the UK Customer Experience Awards and the Gulf Customer Experience Awards, along with his advisory role and column for [CustomerThink](#), showcases his influence in celebrating and nurturing CX excellence.

One of Ian's most prominent literary contributions is '[Customer What, The Honest and Practical Guide to Customer Experience](#),' published in April 2018. To catch one of the latest interviews with Ian in 2024 check out the [CX Show: Ian Golding on Customer Experience Touchpoints](#)

Connect with Ian:

- Follow Ian on Twitter: <https://twitter.com/ijgolding>
- Connect with Ian on LinkedIn: <https://www.linkedin.com/in/iangolding/>

AmplifAI's top content picks from Ian:

- [Customer Journey Mapping: Are static maps a waste of time and money?](#)
- [Putting the 'EQ' in CX: People are the measure of everything](#)

Jake Perez



Customer Service Leader: Jake
Perez

Jake Perez is a celebrated journalist, whose Peabody and Edward R. Murrow Award-winning work is pure journalistic excellence spanning more than two decades in television writing and producing.

His writings at LinkedIn News are shaping the dialogue around customer experience, providing professionals with insightful, relevant news influencing business strategies and consumer relations. Before his role at LinkedIn, Jake dedicated 18 years to CNN as a writer and segment producer, where his storytelling and production skills contributed to high-quality, impactful journalism.

Jake's inclusion in this list is a testament to his and LinkedIn's growing impact on the news that matters in customer service, especially regarding how customer experience is understood in the business world.

His work continues to inform and engage a wide audience, emphasizing the importance of customer experience insights in today's business narratives.

Connect with Jake:

- Follow Jake on
LinkedIn: <https://www.linkedin.com/in/jakeperezishere/>

Jay Baer



Customer Service Leader: Jay
Baer

Jay Baer is a seasoned customer service leader and customer experience strategist, bringing over 25 years of expertise in digital marketing and customer experience, having consulted for more than 700 companies, including 34 of the FORTUNE 500.

Jay's book, *Talk Triggers*, is a comprehensive guide to generating customer engagement and growth through strategic, operational differentiators that inspire word-of-mouth advocacy. This work is recognized as an essential manual for businesses eager to expand

through genuine customer conversations and standout service experiences.

Renowned for his Convince & Convert blog, hailed as the world's #1 content marketing blog by the Content Marketing Institute, Jay attracts over 250,000 marketers monthly, offering cutting-edge insights and strategies. Furthermore, his [Social Pros podcast](#), a go-to resource for marketers globally, emphasizes his thought leadership in transforming customer engagement through social media and content marketing.

Celebrated as a top influencer among CMOs, B2B marketers, and small business owners, Jay's insights resonate across the industry, positioning him as a global authority in customer service and customer experience. His contributions not only enlighten professionals but also shape the evolving landscape of customer-centric marketing.

What do customer experience and Tequila have in common? We don't know, but Jay does, you'll have to check out his latest venture as the [second most-popular tequila influencer in the world](#).

Connect with Jay

- Follow Jay on Twitter: <https://twitter.com/jaybaer>
- Connect with Jay on LinkedIn: <https://www.linkedin.com/in/jaybaer/>

AmplifAI's top content picks from Jay:

- [Don't Be Scared, Be Prepared: How to Manage a Social Media Crisis](#)
- [The Time to Win - How to Satisfy Your Customers' Need for Speed](#)

Jeanne Bliss



Customer Service Leader:
Jeanne Bliss

Jeanne Bliss is a sought after keynote speaker, 4x [bestselling author on experience leadership & customer-driven growth](#), and cofounder of [CXPA.org](#). Jeanne has been instrumental in guiding business leaders toward achieving customer-driven growth through leadership bravery and advanced business practices.

Recognized globally for her ability to transform companies, Jeanne is a five-time Chief Customer Officer and a coach to over 20,000 leaders. Her field-tested practices and 5-Competencies for customer-driven growth are celebrated worldwide.

Jeanne's best-selling books on customer experience and leadership serve as essential guidebooks for the CX profession, and have been embraced internationally.

Jeanne has delivered over 1,500 keynotes globally, inspiring a multitude of businesses and leaders towards customer-centric practices and secure sustainable growth.

As the co-founder of the Customer Experience Professionals Association, Jeanne has not only shaped the industry but also nurtured its community, earning her the affectionate title of the "godmother" of customer experience.

Jeanne's unwavering commitment to the field continues to inspire professionals and organizations to excel in creating meaningful and lasting relationships with their customers. You definitely have check out

Jeanne's blog customer bliss and dive into the enormous library of customer experience content she has produced.

Connect With Jeanne:

- Follow Jeanne on Twitter: <https://twitter.com/JeanneBliss>
- Connect with Jeanne on LinkedIn: <https://www.linkedin.com/in/jeannebliss/>

AmplifAI's top content picks from Jeanne:

- [5 Lessons from the 2022 CX “Global Gurus” on Future-Facing Customer Experience](#)
- [Always Available, Always Informed Service: How Chewy.com Proves They Care About Your Pet As Much As You Do](#)

Jeff Toister



Customer Service Leader: Jeff Toister

Jeff's first customer service interaction ended in a service failure. Vowing to learn from that experience, he became obsessed with customer service. Fast forward to today, Global Gurus ranks him as one of the Top 30 Customer Experience Professionals in the World. He's written four books including *The Service Culture Handbook*, a step-by-step guide to getting your employees obsessed with customer service,

The Guaranteed Customer Experience: How to Win Customers by Keeping Your Promises, Getting Service Right, and Customer Service Tip of the Week. These publications have cemented his reputation as a vanguard in customer service thought leadership.

Jeff's blog, *Inside Customer Service*, is acclaimed as one of the top customer service resources, offering innovative insights and practical advice to customer service professionals globally. His work in developing customer-focused cultures has garnered recognition from various prestigious platforms, highlighting his role as a significant influencer in the field.

As a speaker known for his engaging, interactive presentations, Jeff delivers invaluable, actionable content that resonates with audiences. Over three million people have taken one of his video-based LinkedIn Learning courses. His *Customer Service Foundations* is LinkedIn Learning's most-watched customer service course in the world, showcasing his influence on professionals striving to excel as customer service leaders.

If you're looking to level up your career in CX leadership, join more than 12,000 customer service professionals worldwide and subscribe to Jeff's *Customer Service Tip of the Week* email.

Connect with Jeff:

- Follow Jeff on Twitter: <https://twitter.com/toister>
- Connect with Jeff on LinkedIn: <https://www.linkedin.com/in/jefftoister/>

AmplifAI's top content picks from Jeff:

- [Why customer service trainers should avoid learning styles](#)
- [Two Insights That Will Improve First Contact Resolution](#)

Jeremy Hyde



Customer Service Leader:
Jeremy Hyde

Jeremy Hyde is a powerhouse customer service leader specializing in enterprise contact centers, holding the key role of Senior Director of Customer Service at [Sun Country Airlines](#). In this capacity, Jeremy has not just made improvements; he's transformed the way customer service operates within the airline. His leadership is marked by innovative strategies that have significantly elevated customer satisfaction and streamlined operational processes.

Through his focused efforts, Jeremy has turned challenges into opportunities for growth, leading to substantial improvements in key performance indicators (KPIs), enhancing team morale, and boosting agent retention rates.

Beyond his impressive contributions at Sun Country Airlines, Jeremy extends his influence through his active involvement as a board member of the [Midwest Contact Center Association](#). Here, he champions the cause of collective advancement, sharing insights and strategies that spur education and networking among professionals.

His commitment to the association highlights his dedication to raising the bar across the industry, emphasizing the importance of community and continuous learning.

Jeremy stands out for his exceptional ability to lead with clarity, inspire his team, and implement effective solutions that drive tangible results.

His approach goes beyond traditional leadership, setting new benchmarks for excellence and innovation in the contact center industry.

Connect with Jeremy:

- Follow Jeremy on Twitter: https://twitter.com/JeremyHyde_
- Connect with Jeremy on LinkedIn: <https://www.linkedin.com/in/hydej/>

Jeremy Watkin



Customer Service Leader:
Jeremy Watkin

Jeremy Watkin is Director of Customer Experience and Support at [NumberBarn](#) and cofounder of the [CustomerServiceLife blog](#). He has more than 20 years of experience as a customer service and contact center professional leading high-performing teams.

His profound knowledge and hands-on expertise have earned him widespread recognition as a thought leader, celebrated for his insightful writings and presentations on variety of topics including quality management, outsourcing, customer experience, contact center technology, CCaaS, product marketing, social media, and more.

Jeremy's contributions to the customer service field model a deep commitment to advancing the conversation around customer service

and delivering actionable insights that benefit the industry at large.

When not working you can typically find him spending quality time with his wife Alicia and their three boys, running with his dog, or dreaming of native trout rising for a size 16 elk hair caddis.

His hobbies rightfully resonate with his professional ethos reflecting a dedication to precision, patience, and the pursuit of excellence.

Connect with Jeremy:

- Follow Jeremy on Twitter: <https://twitter.com/jtwatkin>
- Connect with Jeremy on LinkedIn: <https://www.linkedin.com/in/jtwatkin/>

AmplifAI's top content picks from Jeremy:

- [The Anatomy of an Effective Contact Center One-on-One Conversation](#)
- [Why Contact Center Quality Assurance Matters](#)

Jill Raff



Customer Service Leader: Jill
Raff

Jill Raff is the globally recognized [EX2CX™ Advisor](#), Speaker, Show Host, and Columnist among the Top 150 Global Customer Experience

Thought Leaders and Influencers.

She gets why there's endless costly employee turnover and what keeps them engaged and committed instead. Jill works with executive leadership who recognize the post-pandemic paradigm shift, the non-negotiable creation of a more humanized culture prioritizing their people, felt by your end-customers.

Through her E3+1 Recipe connecting the [employee experience \(EX\)](#) to [the customer experience \(CX\)](#)- EX2CX®, Jill supports company teams create a “connection culture” to achieve the reward of feeling significant and seen for greater productivity and happiness, resulting in greater Employee and Customer Lifetime Value (LTV).

Jill's exceptional work has helped clients improve their team productivity by 15% and increase their sales by 20% through leadership training and executive coaching. With her diverse and unique insights gained by working globally across multiple industries, Jill brings fresh perspectives to each company's challenges.

Growing up working with her parents, owners/operators of one of the first McDonald's® franchises in the world, store #150, Jill has lived and breathed customer service from day one. Her customer service philosophy originated from observing and working with her mother and father and their interactions with legendary founder, Ray Kroc. EX and CX are in Jill's DNA.

When Jill's not helping owners and executive leadership across industries, Turn Employees Into Advocates and Customer Magnets through Transforming Transactions Into Interactions™, you can find her checking out the latest food scene, hangin' with her 2 adult kids and 2 Maltipoos, and takin' in some live music, dancing, traveling, and playing with Moray eels while scuba diving.

Connect with Jill

- Connect with Jill on LinkedIn: <https://www.linkedin.com/in/customer-experience-strategist-consultant/>
- Follow Jill on Instagram: https://www.instagram.com/customer_experience_with_jill/
- Like Jill's insights on Facebook: <https://www.facebook.com/CustomerExperienceStrategist/>
- Follow Jill on Twitter: https://twitter.com/Jill_Raff

AmplifAI's top content picks from Jill:

- [How does Employee Experience Affect Customer Experience?](#)
- [What's the difference between customer service and a customer experience?](#)

Jim Tincher



Customer Service Leader: Jim
Tincher

As the nation's leading authority on B2B customer experience (CX), Jim Tincher stands as a visionary at the forefront of shaping its future. Jim's lifelong passion for CX led him to found his customer experience consultancy, Heart of the Customer (HoC), in 2013, and his insights continue to empower businesses in fostering more loyal and profitable customer relationships.

Before launching HoC, Jim led customer engagement initiatives at Best Buy and UnitedHealth Group. Over decades, he has honed his expertise, continually finding new ways to harness the voice of the customer to identify unmet needs, develop new products, and improve customer service.

Jim holds a [Certified Customer Experience Professional \(CCXP\)](#) certification, serves on the CXPA Board of Directors, and has served as an adjunct instructor at the Carlson School of Management at the University of Minnesota, where he previously earned his master's in business administration. As an experienced customer experience keynote speaker, Jim frequently hosts workshops and addresses organizations across a variety of business sectors. He is the author of *Do B2B Better* and co-author of *How Hard Is It to Be Your Customer?*, and he also writes Heart of the Customer's popular [CX blog](#).

Connect with Jim:

- Follow Jim on Twitter: <https://twitter.com/jimtincher>
- Connect with Jim on LinkedIn: <https://www.linkedin.com/in/jimtincher/>

AmplifAI's top content picks from Jim:

- [To be a change maker in CX, focus on business outcomes](#)
- [Journey Mapping to Hypothesis Mapping: Creating Better CX](#)

Kate Nasser



Customer Service Leader: Kate
Nasser

Kate Nasser, known widely as [The People Skills Coach™](#) and the visionary founder/president of CAS, Inc., has masterfully transitioned from a technical expert to a revered people skills guru, transforming interaction obstacles into business triumphs. Over three decades, leaders from Fortune 500 companies have relied on Kate's unparalleled expertise to foster dynamic leadership, high-impact teamwork, and exceptional customer experiences.

Her engaging keynotes and workshops are infused with insightful lessons on leading morale, invigorating employee engagement, and delivering customer service that not only satisfies but also genuinely comforts and wows the customer. Kate's approach goes beyond conventional training, providing actionable strategies that translate into tangible business success.

In addition to her consulting work, Kate is the founder and host of the influential weekly Twitter Global People Skills Chat, an engaging online forum that explores diverse people skills topics, facilitating global conversations that resonate with professionals across industries. Recognized for her thought leadership, Kate has been featured in numerous industry journals and has been acknowledged as a top influencer in customer service and customer experience by Huffington Post, Simplr, and ICMI.

Connect with Kate:

- Follow Kate on Twitter: <https://twitter.com/KateNasser>
- Connect with Kate on LinkedIn: <https://www.linkedin.com/in/katenasser/>

AmplifAI's top content picks from Kate:

- [Horrible Customer Experience & Patient Experience: Constant Causes](#)
- [Defensive Responses That Tell Customers They Don't Matter](#)

Leslie O'Flahavan



Customer Service Leader: Leslie O'Flahavan

Leslie O'Flahavan is the owner of E-WRITE, and a Professional Writing Trainer & Coach. A celebrated figure in the world of customer service, known for her tireless efforts to improve communication between businesses and their customers, one conversation at a time.

With over 25 years of industry experience, she leads training programs and workshops for frontline staff. Leslie knows that words matter and has a gift for turning even the most word-phobic of employees into communicators.

Leslie is a LinkedIn Learning author of [5 writing courses](#) carving a niche as a distinguished educator in customer service, focusing on the art of

writing for support center staff, customer service agents, and social media managers.

Her courses and workshops featured on the [E-WRITE website](#) empower thousands of professionals to refine their customer-focused writing skills, ensuring clear, empathetic, and effective communication across all service channels.

Leslie supports organizations to elevate their service quality through comprehensive training programs crafted to enhance agents' writing proficiency, implement rigorous quality measurement standards for written communication, and overhaul libraries of canned responses to ensure they meet the highest standards of clarity and customer engagement.

As the co-author of a widely acclaimed writing workbook, Leslie provides invaluable resources serving as a cornerstone for professionals looking to excel in written customer interactions.

Leslie is an expert at transforming the written word into a powerful tool for exceptional customer service. If you haven't already, head onto LinkedIn learning and get instant access to all of Leslie's courses on customer service, communication, and key customer experience topics, you won't be disappointed!

Connect with Leslie:

- Follow Leslie on Twitter: <https://twitter.com/LeslieO>
- Connect with Leslie on LinkedIn: <https://www.linkedin.com/in/leslieoflahavan/>

AmplifAI's top content picks from Leslie:

- [Customer Service, Not Marketing, Should Respond to Complaints on Social Media](#)
- [What's a Quick Start Guide and Why Do Your Customers Want One?](#)

Lincoln Murphy



Customer Service Leader:
Lincoln Murphy

Lincoln Murphy is a growth consultant with a laser focus on customer-centric strategies, dedicated to helping companies achieve accelerated growth by enhancing every phase of the Customer Lifecycle, from acquisition to retention, account expansion, and advocacy. His customer service experience spans over a decade, during which he has empowered hundreds of companies to realize rapid growth by leveraging the full potential of their customer relationships.

Authoring a [seminal book on customer success](#) published by Wiley, Lincoln has established a blueprint for companies, especially SaaS businesses, to thrive by fully embracing the SaaS business model and the unique distribution opportunities it presents. His contributions have become cornerstone resources for those committed to achieving sustainable growth through innovative customer success strategies.

A globally recognized speaker, Lincoln has shared his insights on customer-centric growth and the nuances of the SaaS business model at prestigious events worldwide, including SaaS University, Freemium Summit, and Pulse. His expertise is sought after from Poland to Brazil, Ireland to Canada, enriching the global business community with his forward-thinking approaches to growth and customer success.

Connect with Lincoln:

- Follow Lincoln on Twitter: <https://twitter.com/lincolnmurphy>
- Connect with Lincoln on LinkedIn: <https://www.linkedin.com/in/lincolnmurphy/>

AmplifAI's top content picks from Lincoln:

- [AX-Based Coverage Segments: Customer Success Evolved](#)
- [Pooled CSMs: Benefits, Challenges, and Requirements for Success](#)

Lynn Hunsaker



Customer Service Leader: Lynn Hunsaker

Lynn Hunsaker is a decorated customer service leader, and teacher influencing company-wide customer-centric management at Fortune-250 companies as Head of Global Quality (CCO), Marketing Director, Strategic Information Manager, Customer Satisfaction Improvement Manager, and Voice of Customer Manager. Through her team's facilitation, every year every P&L made at least 2 accomplishments like this:

- 10X increase in customer productivity.
- 23X reduction in lead time from 5 days to 5 hours.
- 6X improvement in trouble-shooting cycle time.

- 75% reduction in customer-reported bugs/issues.

This ambitious focus saved millions in hours and dollars for all. It deepened cross-organizational collaboration and focused on customer prosperity as the path to trust, relationship strength, brand preference, higher profitability, and market share twice as high as the next competitor.

As a California certified teacher (SSAT/CBEST), Lynn created and taught 25 semester courses on marketing, advertising and business at University of California Berkeley and UC Santa Cruz Silicon Valley Extensions, Mission College, and San Jose State University.

Lynn is a past board member of the Customer Experience Professionals Association, and she is past president of Silicon Valley American Marketing Association (Chapter Excellence Award) and Association for Psychological Type's Bay Area chapter.

She is a Certified Quality Manager, and Certified Practitioner of MBTI, CPI 260, Temperaments, and Interaction Styles, Certified Customer Experience Professional, Professional Certified Marketer, and Recognized Training Provider. She earned her MBA at Vanderbilt University.

Lynn conducted the world's first global B2B customer experience practices study (2010-2014) and the world's first marketing operations practices study (2007). Lynn is author of 3 handbooks on Amazon Kindle, including Innovating Superior Customer Experience. At CustomerThink.com, she is 1 of 5 Hall of Fame authors and since 2008 she is frequently #1 monthly author and Author of the Year (2023, 2017, 2015).

Lynn is co-founder of the [Experience Value Exchange](#) with revolutionary methods for skill-building for Marketing, CS, CX, EX, and PX teams to influence company-wide prevention of issues along with customer-inspired performance in every efficiency and growth effort.

Connect with Lynn:

- Follow Lynn on Twitter: <https://twitter.com/clearaction>
- Connect with Lynn on LinkedIn: <https://www.linkedin.com/in/lynnhunsaker/>

AmplifAI's top content picks from Lynn:

- [What is Customer Experience Strategy?](#)
- [Customer Engagement is the Capstone of Customer Experience Management](#)

Marsha Collier



Customer Service Leader:
Marsha Collier

Marsha Collier is a renowned author, radio personality, podcast host, and educator in technology, Internet marketing, and e-commerce. Marsha's career began with running her own marketing and advertising firm, 'The Collier Company', where she garnered “Small Businessperson of the Year” accolades.

Her groundbreaking book, *Starting an eBay Business For Dummies*, soared to the Bloomberg Businessweek list of best-selling paperback business books in 2003, marking her as a pivotal figure in online retail education. The *Ultimate Online Customer Service Guide: How to*

Connect with Your Customers to Sell More achieved notable recognition, while her eBay expertise, particularly through *eBay For Dummies*, has solidified her status as the best-selling eBay author with over 1 million copies of her books in print.

Beyond her written contributions, Marsha extends her influence through the Computer and Technology Radio podcast, where she co-hosts with broadcaster Marc Cohen, further disseminating her insights and expertise in technology and e-commerce. In the same vein Marsha is also the founder of [Cool eBay Tools Online](#), a must visit resource if you are in e-commerce or selling on eBay/

Connect with Marsha:

- Follow Marsha on Twitter: <https://twitter.com/MarshaCollier>
- Connect with Marsha on LinkedIn: <https://www.linkedin.com/in/marshacollier/>

AmplifAI's top content picks from Marsha:

- [Connect WithYour Customers to Sell](#)

Martha Brooke



Customer Service Leader:
Martha Brooke

Martha Brooke, the visionary founder of Interaction Metrics in 2004, epitomizes excellence in the customer experience sector. As a Certified Customer Experience Professional (CCXP) with a Blackbelt in Six Sigma, Martha applies a meticulous, science-based methodology to evaluate and enhance the customer experience, setting her apart as a **customer service leader** in the field.

Her approach is characterized by a blend of objectivity and keen curiosity, employing various Customer Listening methods to dissect and understand customer interactions deeply. Alongside her team of analysts, Martha meticulously assesses customer experiences, identifying success points, gaps, and friction to deliver strategic, detail-oriented improvement recommendations.

Martha is renowned for stimulating critical discourse on customer feedback and service, leading nationally acclaimed conference sessions and workshops. Her insights extend to her widely-read blog, syndicated by CustomerThink and other platforms, where she provides incisive analysis of customer experience trends and survey methodologies.

Before founding Interaction Metrics, Martha's career included pivotal roles at dotcoms like Lucy.com and Food.com, alongside consultancy projects for leading brands such as Nike and Adidas. Her expertise has been showcased at prestigious events for organizations like the Project Management Institute, the American Marketing Association, and many others, often held at esteemed venues like the Harvard Club.

Connect with Martha:

- Follow Martha on Twitter: <https://twitter.com/MarthaBrooke100>
- Connect with Martha on LinkedIn: <https://www.linkedin.com/in/marthabrooke/>

AmplifAI's top content picks from Martha:

- [The One Word to Scrub from Your Email Subject Lines for Surveys](#)

- [Net Promoter Score Company: What to Look For](#)

Martin Hill Wilson



Customer Service Leader:
Martin Hill Wilson

Martin Hill-Wilson, an esteemed independent consultant, boasts a distinguished track record in customer engagement strategy and implementation. His pioneering contributions date back to the 1980s with the Merchants Group, where he was at the forefront of the initial wave of contact center implementations, ultimately ascending to the role of CEO.

Today, Martin is a celebrated international keynote speaker, trainer, strategist, and facilitator, known for his insightful and transformative approaches to customer engagement.

Under his [Brainfood brand](#), Martin delivers masterclasses and spearheads the redesign of customer engagement strategies for organizations, fostering enhanced customer relationships and service excellence. His profound expertise is particularly recognized in the realm of social customer service.

Martin's work as the co-author of *'Delivering Effective Social Customer Service'* is considered indispensable for professionals aiming to excel in digital customer interactions.

Currently Martin is sharing his customer service insights with the LinkedIn community through authorship of compelling articles and posts on AI and impact on customer service and engagement.

Check out our top content picks from Martin!

Connect with Martin:

- Follow Martin on Twitter: <https://twitter.com/martinhw>
- Connect with Martin on LinkedIn: <https://www.linkedin.com/in/customermanagement/>

AmplifAI's top content picks from Martin:

- [Empathy: A trainable Skill](#)
- [Intolerance for Poor Service Is Rising](#)

Matt Dixon



Customer Service Leader: Matt
Dixon

Matt Dixon, was the Chief Product & Research Officer at the Austin-based AI venture Tether, known for his innovative and influential work in sales, customer service, and customer experience.

Before joining Tethr, Matt honed his expertise as the Global Head of Sales Force Effectiveness Solutions at Korn Ferry Hay Group and held

various global leadership positions in research, product development, and management at CEB, and Gartner.

Renowned as an accomplished business researcher and writer, Matt's thought leadership is encapsulated in his three Amazon and Wall Street Journal bestsellers—*The Challenger Sale*, *The Effortless Experience*, and *The Challenger Customer*.

Matt's research continues to challenge conventional wisdom around customer service and shape the strategic approaches of organizations worldwide. With over 20 articles published in Harvard Business Review, Matt's insights are must read resources for professionals seeking to excel in competitive business environments.

As a sought-after speaker and advisor, Matt has shared his research findings and strategies with senior executive teams globally, including many Fortune 500 companies and industry conferences, consistently inspiring management teams with his transformative ideas and methodologies.

Connect with Matt:

- Twitter: [Martin Hill-Wilson \(@martinhw\)](#)
- LinkedIn: [Martin Hill-Wilson - Owner - Brainfood Consulting](#)

AmplifAI's top content picks from Matt:

- [Feedback Still Matters](#)
- [Artificial vs. Emotional Intelligence in Sales](#)

Micah Solomon



Customer Service Leader: Micah
Solomon

Micah Solomon is a hands-on customer service consultant, trainer and training designer, keynote speaker, and one of the world's leading experts on customer service, company culture, and the customer experience. Termed “the world's #1 customer service turnaround expert” by Inc. Magazine, he’s been named by The Financial Post as “The New Guru of Customer Service Excellence.”

As a Senior Contributor to Forbes.com, he provides insightful analysis and actionable strategies that resonate with a global audience, specializing in the nuances of exceptional service and hospitality.

Micah is the best-selling author of five books including *Ignore Your Customers and They'll Go Away*, *Exceptional Service*, *Exceptional Profit: The Secrets of Building a Five-Star Customer Service Organization*, *High-Tech, High Touch Customer Service*, and *Your Customer is the Star*, and *The Heart of Hospitality: Great Hotel and Restaurant Leaders Share Their Secrets*, which continues to inspire industry professionals with innovative perspectives on customer engagement and service excellence.

Micah's books have been translated in more than a half-dozen languages and are the recipients of multiple awards. Micah is also a Senior Contributor to Forbes where he covers the subjects of customer service, the customer experience, and company culture, and his expertise has been featured in Bloomberg BusinessWeek, ABC, CBS, NBC, CNBC, and, repeatedly, in the Harvard Business Review.

As an influential voice in customer service and experience, Micah's keynotes and workshops are celebrated for their compelling content and practical advice, empowering businesses to elevate their customer interactions and foster a customer-centric culture.

In addition to consulting, training, and speaking, Micah also offers content creation and influencer services, ghostwriting (both book-length and article-by-article or blog post by blog post), and expert witness services (practice confined to customer service and the customer experience).

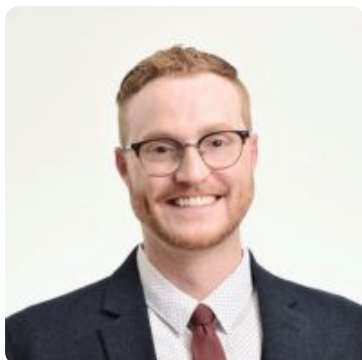
Connect with Micah:

- Follow Micah on Twitter: <https://twitter.com/micahsolomon>
- Connect with Micah on LinkedIn: <https://www.linkedin.com/in/customerguru/>

AmplifAI's top content picks from Micah:

- [8 Internal Customer Service Best Practices](#)
- [Bring the Simple Magic of Recognition to the Retail Customer Experience](#)

Michael Mattson



Customer Service Leader:
Michael Mattson

Michael is a dedicated Customer Experience Leader and Experience Humanizer, transforming complex issues into opportunities to build loyalty. With over nine years of experience in the USPS, Michael has honed expertise in relationship building, process improvement, and empathetic leadership.

Michael's passion for understanding the customer's voice is evident in success in resolving complex constituent concerns with a 100% satisfaction rating and championing the needs of [Auto Insurance customers at Travelers](#).

Driven by a commitment to continuous improvement, Michael consistently empowers teams to deliver seamless experiences. Michael's leadership resulted in a Business Service Network team achieving a 95% customer satisfaction rate, protecting \$278 million in annual revenue. Michael has been formally recognized by a U.S. Congressman, District Managers, and HQ Consumer Advocates for dedication to exceptional customer service.

Michael believes that empathy and a deep understanding of the customer journey are the keys to building lasting relationships.

As the President of the Northeast Chapter of the [Contact Center Artificial Intelligence Association \(CCAIA\)](#), Michael champions AI-driven customer experience enhancements and ethical AI practices, fostering collaboration among CX professionals in the region.

Connect with Michael:

- LinkedIn: <https://www.linkedin.com/in/michaelcmattson/>

Mike Wittenstein



Customer Service Leader: Mike
Wittenstein

Mike Wittenstein is an internationally recognized customer service, customer experience, and innovation expert with over three decades of experience leading teams through transformational change. His strategic insights and story-driven approach have benefited companies such as Chick-fil-A, Delta Airlines, and IBM, generating over \$2 billion in value.

As the founder and managing partner of [Storyminers](#), Mike helps mid-market companies reach their next \$100 million in growth by prototyping strategies, services, brands, and experiences.

If you are reading this, hire Mike now...I've never seen someone plug in to every aspect of our business so quickly to learn our story. He's probably the brightest person in most rooms he enters, but doesn't feel the need to make sure everyone knows it. I enjoyed every minute working with him and look forward to future collaborations. Ben Katon - VP, Goldman Sachs

Consultants come and go, but Mike has been committed to our growth since he helped us redefine our brand... Mike helped us focus on becoming the brand we wanted to be, and gave us permission to jettison the preconceived notions that were holding us back. Since our first engagement with Mike, we've grown ten-fold! We couldn't have done it without Mike...Christoper lansiti - Board Chair

Mike is one of best story architects I've ever worked with. He has this unique ability to unlock a brand or product to service, and navigate it

into a story roadmap and blueprint. I've witnessed him doing this... If you want to unleash your inner story to the world to win more business ... -
book Mike! Reg Athwal - Founder, CEO & Exec Chairman

Connect with Mike:

- Follow Mike on Twitter: <https://twitter.com/mikewittenstein>
- Connect with Mike on LinkedIn: <https://www.linkedin.com/in/mikewittenstein/>

Myra Golden



Customer Service Leader: Myra Golden

Myra Golden is the visionary founder of [Myra Golden Seminars, LLC](#), celebrated for her transformative approach to customer service training, partnering with numerous Fortune 500 companies nationwide. Her workshops are both fun and highly educational, aimed at empowering businesses to deliver exceptional customer experiences.

Renowned for her engaging training methods, Myra's work is consistently praised by clients, who find her sessions transformative. Her ability to blend practical advice with interactive learning experiences has made her a favored trainer among top-tier companies, including industry giants like McDonald's, Coca-Cola, Frito-Lay, and Walmart.

Before establishing Myra Golden Seminars in 1999, she made significant strides at Thrifty Car Rental as the Global Head of Consumer Affairs, where she was recognized by Travel Agent Magazine as a Top 100 Rising Star. Her leadership there led to groundbreaking improvements in customer recovery and loyalty, particularly within the hospitality sector.

Connect with Myra:

- Follow Myra on Twitter: <https://twitter.com/MyraGolden>
- Connect with Myra on LinkedIn: <https://www.linkedin.com/in/myragolden/>

AmplifAI's top content picks from Myra:

- [Mastering the Art of Handling Difficult Customers: A Guide to Creating Positive Conversations](#)
- [Emotionally Intelligent Customer Service Pros Use This Technique to Calm Customers](#)

Nate Brown



Customer Service Leader: Nate Brown

Nate Brown is a dedicated scholar of the world's premier experiences and the innovative minds behind them. With a career that began in managing complex technical support environments for Occupational

Health and eLearning software, Nate made a pivotal shift to Customer Experience in 2015.

Nate Brown loves two things very much...customer experience and community. Fortunately, these concepts go hand-in-hand! As a community builder, Nate co-founded [CX Accelerator](#) in 2018. Quickly growing to well over four thousand members, this vibrant collection of CX leaders is helping one another to maximize their career and accomplish remarkable things in service to others.

As a Customer Experience executive and consultant, Nate has led service teams, anchored the CX function inside of a startup, and helped to foster exceptional employee-customer connections in dozens of organizations. He's worked in a variety of industries, including gaming, SaaS, gig-services, retail, healthcare, and many more.

Shortly after authoring [The Ultimate CX Primer](#), Brown was dubbed the "CX Influencer of the Year" by CloudCherry, and a top global CX thought leader by ICMI, Exceeders, Netomi, and MartechVibe to name a few. Nate was voted "most impactful influencer in the CX landscape for 2023" by Kustomer.

Nate has been widely recognized for a unique ability to infuse energy and excitement into CX work for employees at all levels of the organization. When not "CX'ing, Brown is a competitive disc golfer, certified pickleball instructor, husband to a super cool wife, and dad of two incredible daughter.

Connect with Nate:

- Follow Nate on Twitter: <https://twitter.com/CustomerIsFirst>
- Connect with Nate on LinkedIn: <https://www.linkedin.com/in/cxaccelerator/>

AmplifAI's top content picks from Nate:

- [35 Indicators that a Company Isn't Customer-Centric](#)

- Building a Great CX Team

Nick Mehta



Customer Service Leader: Nick Mehta

As the CEO of [Gainsight](#), Nick works with 700 “Gainsters” creating a customer success category that’s currently taking over the SaaS business model worldwide. Gainsight’s industry-leading platform, “the Customer Cloud”, helps businesses like Adobe, GE, Workday, and ADP to improve customer retention, accelerate expansion revenue, and increase client advocacy.

Gainsight is a flag-bearer of the customer success movement, organizing a global network of events under the Pulse banner. In addition, Nick and his colleagues wrote two books on customer success; *Customer Success: How Innovative Companies Are Reducing Churn and Growing Recurring Revenue*, and *The Customer Success Economy: Why Every Aspect of Your Business Model Needs A Paradigm Shift*.

Under Nick’s leadership, Gainsight has built an award-winning company culture. Notable achievements of Gainsight are best workplace awards, including “Best Company Culture in 2018,” and “Best Company Outlook in 2019” by Comparably, Inc.

Nick has been named one of the Top SaaS CEOs by the Software Report three years in a row, one of the Top CEOs of 2018 by Comparably, and was a finalist for EY's Entrepreneur of the Year.

Connect with Nick:

- Twitter: [Nick Mehta \(@nrmehta\)](#)
- LinkedIn: [Nick Mehta - Chief Executive Officer - Gainsight](#)

AmplifAI's top content picks from Nick:

- [My Top 10 Mistakes in 10 Years: Gainsight CEO Nick Mehta](#)
- [The Ultimate Chief Customer Officer \(CCO\) Job Description](#)

Nick Webb



Customer Service Leader: Nick Webb

Nick Webb is a number one Bestselling Author and one of the [Top Keynote Speakers in the World](#).

Nick speaks on the Future of Innovation, Healthcare, Technology, Innovation, Leadership, and The Changing Workforce. As the CEO of [LeaderLogic](#), Nick serves some of the top brands in the world, helping them to build Innovative and Future-ready Enterprises.

Nick began his career as a technologist, inventing one of the world's smallest medical implants for the treatment of Ocular Surface Disease.

Nick has been awarded over 40 Patents for technologies that include one of the first wearable technologies, and a wide range of industrial and consumer products.

As an author, Nick's bestselling books include;

- [What Customers Crave](#),
- [What Customers Hate](#),
- The Innovation Mandate,
- The Healthcare Mandate,
- [Lucid Leadership](#), and
- *HappyWork*

Nick has served as an Adjunct Professor at a medical school where he also served as the Chief Innovation Officer.

An Award-winning Documentary Filmmaker, his film "[The Healthcare Cure](#)" recently won the People's Choice Award at the prestigious International Sedona Film Festival.

In his work as a Keynote Speaker, Nick travels the world, sharing his latest research to help organizations build future-ready enterprises in a time of rapid change.

Nick is also extremely passionate about Human-centric Organizations that create cultures of happiness for both employees and the customers they serve. Nick operates a small lab where he works on technologies, specific to continuous patient monitoring, 3-D printing, and healthcare applications for Artificial Intelligence.

Newly released in May of 2024: [Chaotic Change: Embracing Chaos to Drive Innovation and Growth](#)

Connect with Nick:

- Follow Nick on Twitter: <https://twitter.com/nickwebbcom>
- Connect with Nick on LinkedIn: <https://www.linkedin.com/in/nicholasjwebb/>

AmplifAI's top content picks from Nick:

- [Unleashing the Power of Happiness as a Strategy in 2024 and Beyond](#)
- [The Power of Data-Driven Decisions: 5 Tips for Success in 2024 and Beyond](#)

Puneet Mehta



Customer Service Leader:
Puneet Mehta

Puneet Mehta is the CEO and Founder of [Netomi](#), standing at the forefront of technological innovation in customer service, leveraging artificial intelligence to transform conversational commerce. His journey through the tech landscape includes a significant tenure as a Wall Street tech executive, where he developed predictive platforms for large-scale trading systems.

Puneet's entrepreneurial spirit led him to co-found MyCityWay and MobileROI, both of which set new benchmarks in their respective fields of urban mobility and mobile marketing software.

Recognized for his creative and strategic acumen, Puneet has been honored by Advertising Age in their Creativity 50 list and has been featured by Business Insider for his impactful contributions as a customer service leader. His work not only reflects a deep commitment to enhancing the customer experience through innovation.

Beyond his professional achievements, Puneet is passionate about his hobbies, which include working on vintage motorcycles, mixing music, exploring minimalist industrial design, and dedicating time to non-profit organizations.

Connect with Puneet:

- Follow Puneet on Twitter: <https://twitter.com/puneetmehtanyc>
- Connect with Puneet on LinkedIn: <https://www.linkedin.com/in/pumehta/>

AmplifAI's top content picks from Puneet:

- [CX During COVID-19: The Biggest Challenges Facing Customer Service Teams](#)
- [How AI is helping airlines improve the customer service experience during the pandemic](#)

Ron Shevlin



Customer Service Leader: Ron
Shevlin

Ron Shevlin is a prominent figure in the fintech industry, known for his deep insights and sharp commentary on financial services innovation. As the Managing Director of Fintech Research at Cornerstone Advisors, Ron leads the charge of analyzing, reporting, and advising on fintech trends, strategies, and technologies. His work is crucial for financial institutions looking to stay ahead in a rapidly evolving digital landscape.

Ron is the author of *Smarter Bank*, a critical examination of the challenges and opportunities facing the banking sector in the digital age. His book offers actionable advice for banks and financial institutions eager to enhance their customer experiences and operational efficiencies.

Beyond his contributions through written work, Ron is the voice behind the *Fintech Snark Tank on Forbes*, a column celebrated for its insightful, often witty takes on the intersection of technology and finance. Here, Ron dissects trends, debunks myths, and delivers forward-thinking perspectives essential for anyone navigating the fintech ecosystem.

Ron's influence extends to the speaking circuit, where he is a sought-after keynote speaker for banking and fintech industry events. His presentations are known for their engaging delivery, thought-provoking content, and the ability to spur audience members into action.

Notable Achievements:

- Leading Fintech Research at Cornerstone Advisors, where he provides strategic guidance to financial institutions navigating digital transformation.
- Authoring *Smarter Bank*, which has become a go-to resource for understanding the digital banking revolution.
- Contributing to Forbes through the Fintech Snark Tank, enriching the fintech dialogue with critical analysis and commentary.

Ron's career reflects a commitment to enriching the financial services industry through education, critique, and strategic guidance. His expertise not only illuminates the path for financial institutions but also shapes the broader conversation around the future of banking and finance.

Make sure to check out "[Snarketing 2.0](#)" available on Amazon!

Connect with Ron Shevlin:

- Twitter: [@rshevlin](#)
- LinkedIn: [Ron Shevlin](#)

AmplifAI's top content picks from Ron:

- [5 Predictions For Banking And Fintech In 2024](#)
- [The 2023 Fintech Snark Tank Banking and Fintech Awards](#)

Stacy Sherman



Customer Service Leader: Stacy Sherman

In a landscape dominated by impersonal interactions, Stacy Sherman has dedicated the past 25 years to passionately fostering authentic connections between people and brands. Her career trajectory, marked by leadership roles at prominent companies such as Liveops (BPO),

Verizon, Schindler Elevator Corp, Wilton Brands, and AT&T, lays the groundwork for her comprehensive expertise.

Stacy is recognized as a global keynote speaker, influential author, workshop facilitator, trusted advisor, and the innovative creator of [Doing CX Right](#), with a particular focus on experience management. Her dedication to creating genuine, impactful connections has earned her numerous accolades and industry recognitions.

Stacy's mission transcends her job; it is a commitment to inspire action and bridge the theoretical-practical gap in customer experience and marketing to cultivate loyalty.

Through her Heart & Science™ framework, she empowers individuals and organizations to build meaningful, lasting relationships that truly make a difference.

Her accolades include:

- Best Podcast Host, W3 Awards Winner 2023
- Co-Author of 2 Best Selling International Books
- Named among the Top 30 International Leaders in 2021 & 2023 by Global Gurus
- Recognized as one of the Top 25 Global Thought Leaders in 2021 & 2023 by ICFI
- Finalist for CX Leader of The Year in 2019, 2020, and 2021 by MyCustomer
- Top Customer Service Influencer in 2021 by Awards Magazine
- Customer Experience + UX Awards Judge in 2020 & 2021 by ARCET

Stacy Sherman is available for global keynotes, interviews, panel discussions, and moderation opportunities on digital media and podcasting. Contact: Stacy@DoingCXRight.com

Fun Facts About Stacy:

- She is a mother to two humans and two furry ones.
- Stacy is a competitive backgammon player.
- A Simon Sinek fanatic, she is dedicated to helping others turn "Plan B into Plan Me."

Listeners can tune into the DoingCXRight Podcast, a W3 Award Winner for Best Host, available on platforms such as Spotify, Apple, and Audible+ via <https://linktr.ee/StacySherman>.

Connect with Stacy:

- Follow Stacy on Twitter: <https://twitter.com/stacysherman>
- Connect with Stacy on LinkedIn: <https://www.linkedin.com/in/stacysherman/>

AmplifAI's top content picks from Stacy:

- [Customer Experience Role Making An Impact? These 3 Signs Say Yes](#)
- [Cultivating Confident Customer Service Teams with AI Simulation](#)

Shep Hyken



Customer Service Leader: Shep Hyken

Shep Hyken is a Global Authority on Customer Service & Customer Experience, renowned for his exceptional work as a professional speaker, customer service and experience expert, and a New York Times and Wall Street Journal bestselling author. His unwavering commitment to creating 'moments of magic' and fostering robust customer relationships has solidified his stature as a trailblazer in the CX field.

Shep has worked with companies and organizations renowned for building loyal relationships with their customers and employees for decades. His experience runs the gamut from helping notable companies like Disney and FedEx to improve their already outstanding customer service, to helping small and mid-sized organizations transform poor customer experience into a highlight of the organization.

His in-depth focus allows him to assess what's really happening at the best organizations and how to fix what isn't working.

His books have been read by millions, and his articles have been featured in hundreds of publications.

He is the author of *Moments of Magic®*, *The Loyal Customer*, *The Cult of the Customer*, *The Amazement Revolution*, *Amaze Every Customer Every Time*, *Be Amazing or Go Home*, *The Convenience Revolution*, and *I'll Be Back*. Shep's books are considered essential reading for customer service leaders, CX professionals and customer success leaders worldwide.

Connect with Shep:

- Follow Shep on Twitter: [Hyken \(@Hyken\)](#)
- Connect with Shep on LinkedIn: [Shep Hyken](#)

AmplifAI's top content picks from Shep:

- [Customers Could Stop Doing Business Because Of A Long Survey](#)

- [Shep Hyken's Blog](#)

Steve Curtin



Customer Service Leader: Steve Curtin

Steve Curtin brings over 20 years of experience in hotel operations, sales and marketing, training and development, and customer service, primarily with Marriott International, renowned for their customer-centric ethos. His tenure as the Area Director of Training for the New York City market saw him spearheading training initiatives across more than a dozen hotels, aligning them with Marriott's corporate-wide training standards and contributing to substantial improvements in customer satisfaction and service quality.

At the NY Marriott Marquis, Steve in a collaborative effort with Marriott executives to launched training programs led to significant enhancements in both employee satisfaction and customer service ratings. His involvement in the development and implementation of "The Basics," a program inspired by the Ritz-Carlton Gold Standards and later adopted across Marriott's global network, underscores his impact on shaping the company's service culture.

With a dynamic presence that transcends geographical boundaries, Steve has delivered more than 600 presentations across three continents, six countries, and 26 states, reaching over 20,000+ people.

His sessions are celebrated for their interactivity and the tangible value they add to participants, fostering a deeper understanding of what it takes to achieve customer service excellence.

Don't forget to check out his latest book available on Amazon: [The Revelation Conversation: Inspire Greater Employee Engagement by Connecting to Purpose](#)

Connect with Steve:

- Follow Steve on Twitter: <https://twitter.com/enthused>
- Connect with Steve on LinkedIn: <https://www.linkedin.com/in/enthused/>

AmplifAI's top content picks from Steve:

- [Maximize Return on Experience \(ROE\)](#)
- [Strive for Top 5 in product and service quality](#)

Steve Digioia



Customer Service Leader: Steve
Digioia

Steve DiGioia is a master storyteller, sharing valuable insights to enhance customer service, boost employee morale, and create outstanding customer experiences. With over two decades in the

hospitality industry and a lifelong commitment to exceptional customer service. His use of real-world stories to impart practical advice has made him a go-to resource for businesses aiming to elevate their service standards.

As an acclaimed certified trainer, [author](#), and speaker, Steve's expertise has earned him global recognition, being named a three-time “World’s Top 30 Customer Service Professional” by Global Gurus.org and a “Top 50 Customer Thought Leader” by ICMI. His contributions resonate widely, with a significant presence on leading hospitality and customer service platforms, where he shares innovative strategies and insights.

Renowned for his philosophy of “[Finding Ways to WOW Your Customer](#),” Steve's award-winning blog is a treasure trove of his best tactics on customer service, management, and leadership. His actionable tips not only inspire service excellence but also guide readers in fostering environments where customer satisfaction and employee engagement thrive.

Connect with Steve:

- Follow Steve on Twitter: <https://twitter.com/SteveDiGioia>

AmplifAI's favorite content from Steve:

- [Please Don't Discount the Inexperienced](#)
- [Which 5 Traits Would You Choose to Build the Ideal Customer Service Agent?](#)

Teresa Allen



Customer Service Leader:
Teresa Allen

Teresa Allen, is a renowned customer service speaker and trainer, and the proprietor of [Common Sense Solutions](#), a distinguished national customer service training and consulting firm dedicated to implementing straightforward, effective customer service and customer experience strategies for businesses.

With a career spanning over 25 years, Teresa has established herself as an authority in the field, delivering her much-lauded customer service keynotes and training programs across the United States and internationally.

Her company, Common Sense Solutions, is celebrated for its pragmatic approach to customer service, offering training and consulting services that drive real-world improvements in customer interactions and business outcomes.

Teresa's expertise is sought after for her ability to merge industry best practices with practical, common-sense approaches, ensuring clients not only meet but exceed their customer service objectives.

Connect with Teresa:

- Follow Teresa on Twitter: <https://twitter.com/TeresaAllen>
- Connect with Teresa on LinkedIn:
<https://www.linkedin.com/in/teresaallen/>

AmplifAI's top content picks from Teresa:

- What Channels are you Watching?

Share with your network!



Richard James

Director of CX, Web | AmplifAI



With over a decade of web development experience and an insatiable curiosity about how things work, Richard James dissects customer experience (CX) technologies and the people who use them. His background in research and continuous learning fuels his ability to uncover the solutions that truly transform the lives of both customers and support agents. Richard champions the intersection of customer experience, performance, innovation, and empathy. When not immersed in the digital world, you might find him blazing new trails with his wife Tara and their dogs, or crafting culinary masterpieces in the kitchen.

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