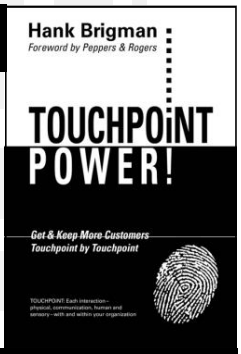
HANK BRIGMAN

Customer Experience (CX) Keynotes, breakouts, workshops, webinars, podcast guest

Helping you produce a great event that delivers value for attendees, sponsors, you and your organization.

- Accomplished speaker – keynotes on five continents to rave reviews
- Expert webinar presenter and podcast guest

A history of thought leadership, walking the talk and delivering results



- Positive results in the **billions USD** working in-house and as a consultant
- **Author** Amazon U.S./international top 10 customer service **best-seller**, TOUCHPOiNT POWER!
- **Co-invented** an early journey mapping methodology that contributes to today's methodologies
- Developed an **original formula** for correlating NPS to revenue
- Added the word "**touchpoint**" to Wikipedia ƧØŜℕ 20 years ago
- **Judge** multiple global customer experience award programs

Current areas of focus to improve outcomes for customers, employees and the bottom line

- How to eliminate costly silo friction and win the journey economy
- Improving outcomes: Shift focus from the tools - channels/apps/AI - to how they help achieve journey purpose
- The future: Combining CX & HR to improve customer/employee experiences and profits

Dynamic programs ŭransformʎʏƎ hearts, minds and actions

I am a passionate presenter laser focused on providing value for attendees, conference organizers, sponsors and exhibitors. My active and global consulting practice combined with judging global CX award submissions enables me to stay on top of and share emerging trends and best practices.

"The most valuable program on service excellence I have attended over my 15 years in the industry."

N. Keong, Head, Customer Management Centre for Innovation and Enterprise

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"Hank Brigman is a dynamic and engaging speaker. He is a pleasure to work with and the evaluations of his program were outstanding."

R. Fortunato, Legal Marketing Association

Contact me today – I look forward to learning about your event and how I can help

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Hank@CustomerExperienceStrategies.com About Hank Speaking Demo

Travels from Edinburgh, Scotland

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