

What's the Big Deal about Big Data? – Small data is where the money is!

A “Bringing Customer Experience to Life” Workshop

Customer Experience is a key element of an enlightened company's strategy, but while many businesses “talk the talk”, it takes a lot more to “walk the walk” and to translate promises into action. A critical component of a successful strategy is the ability to better know and understand the customer and to provide them with what they really want and need.

This is often expressed as having a single, 360° view of the customer. However, despite the availability of increasingly large amounts of information, many companies fail spectacularly to use data, especially data they already have or can access relatively simply, to better understand their customers, to improve the customer experience and their profitability.

While Big Data is seen as the latest “shiny new thing”, it can also be overwhelming and be difficult to capture and analyse effectively. The right small data, which can be data you already own but is not necessarily being maximized, has undiscovered benefits and, when aggregated and integrated into your existing CRM and other external data sources such as social media and web traffic, can make small changes to your customer interactions that can have big and lasting impact on the customer experience.

Organizations that can make sense of all of the data readily available to them can drive new insights and create a competitive advantage by managing the entire customer experience in a timely, personalized and relevant fashion. These companies generate significant benefits: enhanced customer satisfaction, reduction in churn, increased revenue, and greater employee engagement.

The workshop will explore the current customer and ancillary data that you currently hold and identify what is required to truly understand your customers' needs and wants. You will discover what, if any “Big Data” is valuable to your organization and how to combine and leverage that with existing or readily obtainable customer information, to delight your customers and transform the fortunes of your organisation.

Target Audience:

Business leaders who want to put the customer experience at the heart of their business

This interactive workshop will help you:

- ❖ *Use current data to identify who and where your most valuable customers are now*
- ❖ *Identify and unlock the power of complementary data to uncover new markets, quantitatively measure business outcomes and validate company investment*
- ❖ *Use technology to combine internal and external data to develop actionable insights and to better target deep customer segments*
- ❖ *Intelligently use data to deliver the experiences that drive customer engagement and grow your business, as part of a long term Customer Experience Strategy*

Workshop Creator and Leader:



Gerry Brown – The Customer Lifeguard

Gerry Brown is on a mission to track down bad service, tap it on the shoulder and ask it to leave. Building on three decades of business experience, in the UK and Canada, he provides strategic, operational and educational support through keynote presentations, workshops, seminars and consultancy engagements to help businesses save customers at risk of defecting and to breathe life into their customer service operations and customer experience strategy.

Gerry has developed the concept of the **Four Principles of Customer Experience**; *Culture, Commitment, Communication and Community* as the foundation for launching a successful customer experience strategy. He specializes in helping businesses to understand and utilize these key principles by aligning them with human interactions, process reinvention and operational improvements to bring a successful and sustainable customer experience strategy to life

Gerry is a Member of the Professional Speaking Association (PSA) and the Global Speakers Federation (GSF). He provides straight talking, no-nonsense advice and practical solutions for customer experience adoption and has delivered this results oriented, transformational approach for some of the largest companies in the UK, Canada, EMEA and beyond.

