

## **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:**

CEOs, MDs, Customer Service, Customer Experience, Marketing and IT/IS Directors

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*



## Gerry Brown – The Customer Lifeguard

Gerry's extensive business experience helps to cut through organizational silos, allowing companies to achieve measurable, sustainable improvements in all of their customer interactions as well as a positive impact on the balance sheet.

Through key management roles in the UK and Canada, Gerry has helped customer service organizations in both countries. In his current role as a speaker, workshop trainer and consultant, his focus is now on helping businesses create a memorable and lasting customer experience that will drive loyalty, reduce attrition and bring profitable customers back again and again.

Gerry truly understands the frustrations that many customers face, and his results oriented, transformational approach gets to the heart of the issues facing your company that are potentially putting customers at risk of defection and decreasing your profits.

Building on three decades of business experience, and as a vocal customer himself, Gerry is fiercely committed to saving customers at risk, and is rolling up his sleeves to help companies to better align the key building blocks of **people, process and technology**, 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) and speaks authoritatively and passionately about the practical, proven, customer service strategies that produce lasting business results

