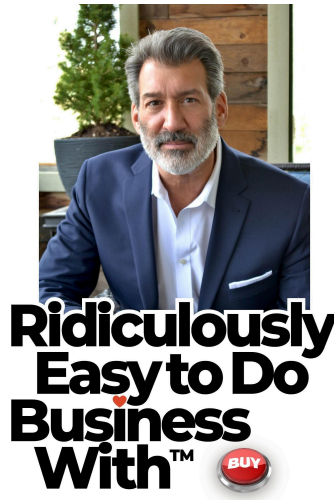




David Avrin, CSP, Global Speaking Fellow

One of the most in-demand and charismatic Customer Experience speakers and consultants in the world today, David Avrin, CSP, GSF has shared his content-rich, very entertaining and actionable presentations with enthusiastic audiences and organizations across North America and around the world. Recent presentations include ***Singapore, Bangkok, Melbourne, Brisbane, Antwerp, Buenos Aires, Bogota, Mumbai, Sri Lanka, Abu Dhabi, Manila, Rotterdam, Barcelona, Monte Carlo, London, New Delhi, Kuala Lumpur, Johannesburg, and Dubai.*** David helps organizations better understand and serve their changing customers and clients to help future-proof their businesses by becoming ridiculously easy to do business with.

David's business insights have been featured on thousands of media outlets around the world. 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—when and how they want it.***

Popular Customer Experience Keynote:

Ridiculously Easy to Do Business With!

Future-proofing your business by better responding to a new generation of wants, needs and expectations.

How, when and where we buy has changed dramatically in recent years. Winning today is often dictated by those who can deliver faster and are ridiculously easy to do business with. In this revealing, thought-provoking and very entertaining presentation, popular Customer Experience expert David Avrin, CSP, GSF, shines a bright light on the profound shift in customer expectation, while showing your team everyone's role in eliminating friction in

the buying process, better responding to prospects, and creating Customer Experiences worth sharing.

Participants of this session will:

- Better understand the cause and pervasiveness of the shift in customer and client behavior
- Recognize the important distinction between customer service and customer experience... and why that matters.
- Understand a day in the life of their customer and create alignment between their needs and our deliverables.
- Recognize the profound impact of social media and AI, and the devastating ramifications of under-performing in the eyes of your customers.

Interactive Breakout Session:

A Day in the Life of Your Customer

Deeply Understanding Your Best Customer So You Can Deliver What They Want—the Way They Want It

In this highly interactive and thought-provoking session, Customer Experience expert David Avrin, CSP, GSF, will show you a process for better understand the changing needs, wants and expectations of your best customers, and how you can serve them better than your competitors. You will leave with a page full of notes and head full of ideas on how to align your business product offering, internal behavior, and customer experience strategies in ways that beat the competition and future-proofs your business.