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The Business Elevation Show with Chris Cooper - Be More. Achieve More Friday at 8 AM Pacific May 13th 2016: Delivering a Branded Customer Experience People Love with Shaun Smith

Simon Sinek told us to 'Start with Why' but HOW do you turn that into sustainable business results? Brands that achieve rapid growth have a clear sense of purpose and successfully translate that into a great experience for their customers and employees. During this show my guest Shaun Smith, will share examples on how to do this from leading brands, such as LEGO, Zappos, Lush and Nissan. Shaun has been a leader in expanding management attention from the narrow focus on customer service to the wider, more strategic drive towards customer experience. He is the founder of Smith+co the leading UK

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Featured Guest



Shaun Smith

Shaun has been a leader in expanding management attention from the narrow focus on customer service to the wider, more strategic drive towards customer experience. He is the founder of Smith+co the leading UK based customer experience consultancy. He is co-author of five acclaimed business books, his most recent being, 'On Purpose, delivering a branded customer experience people love'. Shaun has spoken to audiences across the world and in many sectors. He is a Fellow of the Professional Speakers Association and a Member of the Global Speakers Federation. Shaun was recently presented with the PSAE (Professional Speaking Award of Excellence).

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