

# Blake Michelle Morgan

## Customer Experience Futurist, Keynote Speaker, Author

Please contact a GDA agent for information.

### Topics

- Change Management / Organizational Change
- Communication
- Customer Relations
- Journalism / Literary / Author
- Professor
- Technology / Alternate Technology

### About Blake Michelle Morgan

Blake Morgan is a leader in customer experience. She is a keynote speaker and customer experience futurist and author of two books on customer experience. Her second book is called "[The Customer Of The Future: 10 Guiding Principles For Winning Tomorrow's Business](#)" (HarperCollins). Her first book was "[More is More: How The Best Companies Work Harder And Go Farther To Create Knock Your Socks Off Customer Experiences](#)." She has worked with Comcast, Allstate, Genentech, Accor Hotels, Accenture, Adobe, Parker Hannifin, Ericsson, Verizon, Omron and more.

Blake is a guest lecturer at Columbia University as well as adjunct faculty at the Rutgers executive education MBA program. Blake contributes to Forbes, the Harvard Business Review and Hemispheres Magazine. She is the host of The Modern Customer Podcast and a weekly customer experience video series on YouTube.

She lives in the Bay Area with her husband, daughter and their two dogs.

### Select Keynotes

- **A Simplified Approach to Shaping Customer Experience With Technology**

When you think of customer experience technology does your mind start spinning? There's a lot of technology out there, so how do you decipher what will actually help your company? Most of us are familiar with a traditional CRM, but what critical components of your customer program do you need beyond that? There's a lot of buzzwords being thrown around: digital transformation, machine learning, automation, artificial intelligence, IoT...it's all so overwhelming! In this workshop we simplify what an ideal technology stack looks like and how you can get it without draining your company of all resources. In this session we'll give you a completely unbiased view of what the critical components of a customer experience technology program should be.

You will learn:

- ◊ Examples of technology that delivers great cx
- ◊ Taking the scary out of technology
- ◊ Making the business case for technology within your company
- ◊ Innovating with IT in your business
- ◊ Practical approaches for amazing ROI on tech oriented CX projects

- **AI Can Create Compelling Customer Experiences**

Most organizations are challenged to extract meaningful insights from their customer data when they're drowning in so many data feeds. This often results in wildly inconsistent customer experiences that make companies look disconnected and unfocused. Organizations need to create easy and elegant customer experiences; how can they overcome their data challenges to satisfy increasingly fickle customers? Machine learning offers one solution, if organizations can overcome their silos enough to implement it correctly. Each new customer action feeds back into the analytics engine, which helps inform the next best steps for a positive customer experience. Companies can earn customers' trust simply by being relevant and providing value. Just like in any relationship, a business can earn trust and loyalty by being a good listener and being there for the customer at a point of need. By leveraging automated analytics, customer interactions can fuel a continuous feedback loop that adapts in real time to add value at every touch point.



- ◊ How can data provide huge insights for companies
- ◊ Understand the right approach to Artificial intelligence to make better data decisions that improve the customer experience in real-time
- ◊ Use data to drive more personalized customer experiences benefits customers and businesses alike

#### • **Blake's Top 5 Customer Experience Predictions**

In today's world, customers have more distractions and ways to research and buy than ever before. If you want to attract and keep them, you need to create a satisfying, consistent customer experience across all channels. Ah, it sounds so easy, but we know this is a journey and we're excited to present the top 5 customer experience predictions to give you some insight into what to focus on and how to get there. Blake will dive into 5 growing customer experience trends and how you can take steps to ensure your brand is primed for customer experience excellence.

You will learn:

- ◊ Hear the top five trends effecting your business tomorrow
- ◊ Understand the latest sociographic trends and how they will effect your business
- ◊ Know how you can prepare your organization to be competitive tomorrow considering the latest five trends
- ◊

#### • **How To Use Bots And Messaging Apps To Improve Your Customer Service**

2016 could have been called "the year of messaging apps." It has been called the next "conversation frontier." Why? That's where the majority of our conversations are happening. Social media has become largely private media. Customers prefer 1:1 channels and they enjoy using messaging apps to connect with friends and family. Messaging is so popular many companies decided to make themselves available on Facebook messenger, and other social networks to help customers. Some companies even implemented chatbots – programs that simulate human interaction – to assist in the interaction. Today's brands realize their customers want to be served in messaging apps, and brands are scrambling to figure out scalable approaches to solve customer problems in messaging apps as well, particularly Facebook. A chatbot cannot always be slapped at the problem, however in the future as technology improves so will the customer experience of the chatbot. It's important for executives to stay up to date on developments regarding messaging apps, chatbots and customer service.

You will learn:

- ◊ Learn how to create a scalable customer service operation using messaging apps
- ◊ Hear about new chatbot customer service success stories
- ◊ Understand why and how bot enabled conversations will become a key strategy for customer service organizations
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#### • **More Is More: How To Create Knock Your Socks Off Customer Experiences**

We've all heard the phrase "less is more," but it's not true when it comes to customer experience. When it comes to customer experience the exact opposite is true. Companies that want to stay relevant must apply more energy, focus, and resources to creating knock-your-socks-off customer experiences than they ever did before. So what are you waiting for? In this session Blake Morgan will cover the latest customer experience trends sharing research, case studies and examples around what the world's leading organizations are doing to create amazing customer experiences.

In this session you will learn:

- ◊ Understand what a modern customer experience looks like today

- ◊ Learn about the modern customer experience lifecycle
- ◊ Gain insights from the D.O.M.O.R.E. framework that will make your business competitive

### • **The Future Belongs To Companies That Create Incredible Customer Experiences**

Customers today want to do business with companies that reduce customer effort, that create elegant, easy customer experiences that make the customer's life easier and better. The future belongs to companies that "do more" for customers, and leverage technology to do so. For example, artificial intelligence promises to make customer experiences more efficient so we, the brands, can focus on high touch customer experiences. Chatbots, AI and technology will work to solve our customer's challenges, saving customer's time and effort. Customer effort is a big deal when it comes to differentiating through customer experience. Customers don't have time in their lives for products and services to break. Customers don't have time for the brand to figure out efficiency. They will flock to businesses that consider their individual journey. Advances in technology will enable brands to provide a personalized and tailored customer experience. It's a win-win, for the brand and the customer. Isn't that the future we'd all like?

You will learn:

- ◊ What the world's leaders of customer experience are doing
- ◊ How customers demand the hyper-personalization of everything and what it means for your business
- ◊ What customer experiences look like when they leverage a deep understanding of customer conversations in and across all channels

### • **The ROI of Social Customer Care**

Every brand today has a responsibility to engage with customers on the customer's terms. This poses a challenge and an opportunity. Today your contact center- the place where your customers literally make contact with your brand – provides the biggest opportunity. The opportunity is the relationships you build with your customers. Do you have a concierge approach to solving customer's problems on social media? The right mindset about serving customers, coupled with an ability to scale 1:1 interactions will give your company a competitive advantage.

You will learn:

- ◊ How the contact center can collaborate with marketing in service to the customer
- ◊ Practical tips from big brands of social customer service done right
- ◊ How the new focus on mobile messaging will change the way your brand interacts with customers

### **Select Book Titles**

- **2019:** The Customer of the Future: 10 Guiding Principles for Winning Tomorrow's Business
- **2017:** More Is More: How the Best Companies Go Farther and Work Harder to Create ...

### **Select Articles**

- [AI Can Comb Through Your Data to Create More Compelling Customer Experiences](#)

The world has more data than ever before. In fact, it's estimated that by 2020, we'll produce 44 zettabytes every day. That's equal to 44 trillion gigabytes. One gigabyte can hold the contents of enough books to cover a 30-foot-long shelf. Multiply that by 44 trillion. That's a lot of data – too much for most companies to process. And yet front-line employees are still often left operating with data that's "too little, too late."

- [No Ownership No Problem: Why Millennials Value Experiences Over Owning Things](#)

More than three in four millennials (78%) would choose to spend money on an experience or event over buying something desirable (Harris study). Millennials want to spend their money being with others. Sixty-nine percent of respondents said they believe attending live experiences helps them connect better with their friends, their community and people around the world. Eighty-three percent of respondents said they participated in a "live event" in the past year and 72% said they'd like to improve their expenditures on experiences in the coming year.

- [How Xerox CMO Toni Clayton-Hine Anticipates Customer Needs](#)

Today's CMOs need to be aligned with the customer's current needs, but constantly identifying what the customer will want in the future. How does the modern CMO balance those two requirements?

- [5 Easy-To-Understand Examples Of The Internet of Things](#)

When you search for lists of IoT products online you read a lot of seemingly technical jargon about embedded products. But what about products we can easily understand? Products we use now or we could easily imagine using? That is what I sought out to find for this column and here are five easy to understand, tangible examples of IoT.

### **Select Testimonials**

"I thoroughly enjoyed attending a workshop led by Blake at a recent CX conference. She is a well-respected expert in the CX field and her insights are valuable to CX practitioners and business leaders looking to deliver better experiences to their customers. I appreciate her approachable and conversational style which encouraged participation by all workshop attendees."

– *Erin Van Remortel, CCXP, Verizon Enterprise Solutions*

"In 2016 I launched a social support function at Verizon to support a new video consumption app and was looking to pull in resources and experts to support that team. We leveraged internal resources and training, industry reports and analysis, and home-grown curriculum. We also invited Blake to come spend a day with us. Of all the experts, resources and perspectives I saw, Blake's contribution was by far the most enlightened, relevant, differentiated and complete. To say that I recommend her is an understatement."

– *Marc Spier, Former head of audience care, go90, Verizon*

"Blake delivered an excellent private CX session to our \$20bn technology unicorn client from China. She spent decent amount of time to discuss the approach and deliverables with my firm. After completed the session, she also followed up to answer more questions for our client. We had a great experience working with Blake!"

– *Sabrine Zou, Managing Partner, Valley Interlink*

"Our audience simply loves Blake. She has worked with us on a variety of content marketing efforts including 1 hour webinars and 3 hour workshops. Combining rich experience in social and customer care gives Blake the credibility to help organizations of all sizes. She leads by example and has deep knowledge of relevant use cases for every social care situation. Follow Blake and learn how to improve the customer experience, save money in customer service, and contribute to the bottom line."

– *Susan Ganeshan, CMO, Clarabridge*