

Steven Van Belleghem

Customer Focus Expert, Author, Keynote Speaker

Please contact a GDA agent for information.

Topics

- Artificial Intelligence
- Big Data
- Consumer Trends
- Customer Relations
- Disruption
- Futurists / Trends
- Journalism / Literary / Author
- Management
- Professor
- Retail and Consumerism



About Steven Van Belleghem

Steven Van Belleghem (pronounced Van Belly-gun) is an expert in customer focus in a digital world. He is a popular international keynote speaker. In his keynote presentations, Steven takes his audience on a journey to the world of modern customer relationships in a clever, enthusiastic and inspiring way.

Steven is the author of four bestselling books. He became known for his first book, *The Conversation Manager*, which won the award for most innovative marketing book of 2010. Steven also wrote *The Conversation Company*, *When Digital Becomes Human* (best marketing book of 2015) and his most recent book, *Customers The Day After Tomorrow*. Over 120,000 copies of his books were sold and they are published in 7 languages. *Customers the day after tomorrow* is nominated for the award of best international business book.

Steven is also an entrepreneur. He is a co-founder of consultancy firm [Nexxworks](#) and the co-founder of content creation company Snackbytes. Steven is investor in the AI start-up Hello Customer and the fast growing digital agency Intracto. He spent the first 12 years of his career as a consultant and managing partner of the innovative market research company InSites Consulting. During that time, the company grew from 8 to 130 staff with offices in 5 countries. Steven is also a part-time marketing professor at [Vlerick Business School](#). Finally, Steven is a board member of Plan International.

Steven studied applied economics at the University of Ghent. His summers were spent specializing in marketing at UC Berkeley. Even after all these years, Steven is still in love with San Francisco and beautiful California.

Steven started his professional career as a research assistant at the Vlerick Business School, where he remains a guest marketing professor to this day.

In 2001, Steven was one of the first employees to join InSites Consulting, a start-up in the online research industry. Over time he worked his way up to become one of the company's managing partners and shareholders. Steven spent a total of eleven and a half years at InSites Consulting. During this period, the company grew from just 8 staff to 130 with branches in 5 countries. It was an amazing adventure.

In 2012, Steven started his own inspiration company called B-Conversational. He runs the company with his wife, business partner and best friend Evi and together, they inspire companies around the world.

In 2014 Steven started 2 new companies. He is a co-founder of inspiration firm [Nexxworks](#) and the co-founder of content creation company Snackbytes. Next to that, he is investor in Hello Customer And Intracto Group. Finally, he is a board member of Plan International.

Steven also teaching as a Professor of Marketing in at the University of Belgium.

Select Keynotes

- **About the transformation of customer relationships**

There is an urgent need for an extreme transformation of the customer relationship. Customers live in a world of self-service, big data, customer automation and the integration of the online & offline world. Failing to implement the digital relationship puts your company's future on the line. A successful digital transformation is key, but it will not be enough. Due to the digital evolution, your customer relations need to change on a human level as well. The key challenges in this regard are both numerous and interesting: finding a balance in the relationship

between man and machine, outlining the role of the human touch and using the power to connect people with people to maximum advantage. Steven guides you through his famous story 'When digital becomes human'. It's a narrative about the combination of the digital and the human transformation in your customer strategy. This story takes you on a journey to the future. It is provocative, exciting and scary at the same time. Enjoy this amazing ride!

- **Customer Experience in the Age of AI Platforms**

During the keynote, Steven will discuss these items:

What would the role be of an omni-present AI platform in our lives. What is the impact on healthcare, education, buying products, finding the love of your life...

Discuss three components that are important to consider in such a world: how can your company/brand automate the daily life of your customer, how can you personalize the life of your customers and how do you deal with the ethical questions this world brings.

Ending with some concrete tips about how to focus on the customer in a world of AI platforms.

- **How will an 'always-on' personal assistant transform your daily life?**

We are at the beginning of a new S-Curve that is set to change the way we live and work, forever. Technologies like Artificial Intelligence are only just getting started, so the key question for all companies is: what will the second half of the curve look like?

In this presentation, Steven explores some fascinating scenarios that will shape the future of branding, go-to-market strategies and innovation.

How will an 'always-on' personal assistant transform your daily life? How will changing customer behaviour disrupt your business? Take a journey to the *Day After Tomorrow* and see how some of the latest emerging technologies will change the world.

- **Winning customers in a world of AI, bots and automation**

We're entering phase 3 of digitalization. This is a world of automation, bots and Artificial Intelligence. The benefits to customers will be HUGE. Customers will enjoy a world of faster than real-time customer service. A world with hyper-personalized offerings. And a world with the most seamless user interfaces ever. In his latest book and keynote, Steven helps companies to achieve these customer benefits in this new digital phase. He discusses three investment axes to achieve the perfect customer experience. This keynote is a breathtaking story of how the latest technologies can help to win the heart and business of your customers. It shows you how you can leverage data to improve experiences. It discusses the latest new customer interfaces. It contains strategies for companies to fight the digital commodity magnet. And finally, it shows you how you can augment employee intelligence levels.

Select Book Titles

- **2017:** Customers the day after tomorrow
- **2015:** When Digital Becomes Human: The Transformation of Customer Relationships
- **2010:** The Conversation Manager: The Power of the Modern Consumer, the End of the Traditional Advertiser