

Foreword by **ANN HANDLEY**, *Wall Street Journal* best-selling author

THE EXPERIENCE MAKER



HOW TO CREATE **REMARKABLE EXPERIENCES**
THAT YOUR CUSTOMERS CAN'T WAIT TO SHARE

DAN GINGISS

ABOUT THE AUTHOR



DAN GINGISS

Dan is an international keynote speaker and customer experience coach who believes that a remarkable customer experience is your best sales and marketing strategy.

His 20-year career consistently focused on delighting customers, spanning multiple disciplines including customer experience, marketing, social media and customer service. He held leadership positions at Discover, McDonald's, and Humana.

Dan's first book, *Winning at Social Customer Care: How Top Brands Create Engaging Experiences on Social Media*, was named one of the Top 100 Customer Service Books of All Time by BookAuthority. Dan is also a co-host of the *Experience This!* podcast.

Dan earned a B.A. in psychology and communications from the University of Pennsylvania and an M.B.A. in marketing from the Kellogg School of Management at Northwestern University.

For more information: www.dangingiss.com/about



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ABOUT THE BOOK

Competition is tougher than ever these days. Competing on price is a loser's game, and competing on product is really hard as almost everything can be copied.

So what's left? How can businesses stand out in a crowded marketplace that is constantly evolving?

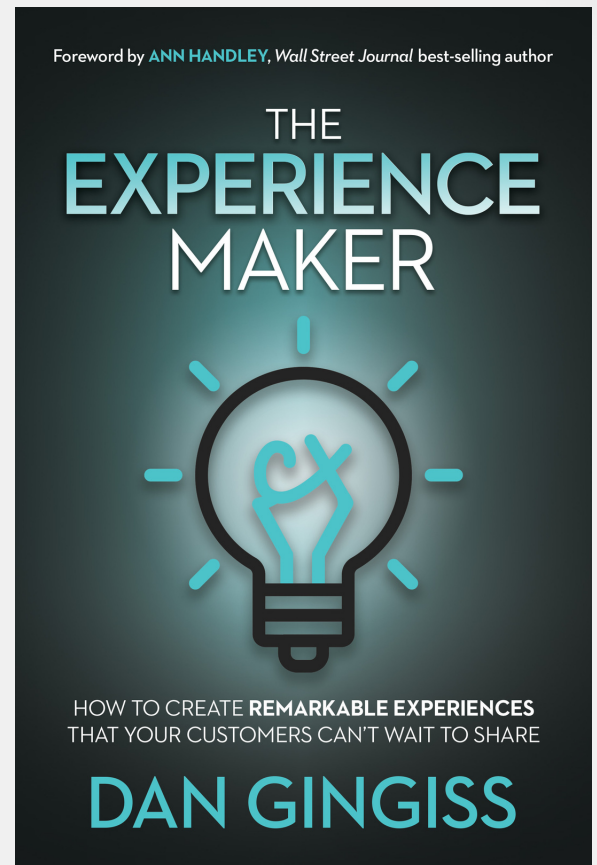
The answer is customer experience, and it's time to make your customer experience a competitive advantage.

Instead of spending more money on marketing trying to acquire new customers, what if you focused on providing your existing customers a remarkable experience? Do so and they will become your best marketers. And this book will show you how.

By learning from the successes of other companies and applying the proprietary **WISER** method (**W**itty, **I**mmersive, **S**hareable, **E**xtraordinary, **R**esponsive) to your business, you will create an array of remarkable experiences that your customers will want to talk about with friends, family, and social media followers.

Your business CAN compete on customer experience. When you create a remarkable experience for your customers, they become your best marketers and salespeople. The result is more customers, who stay longer, spend more, and recommend your company to others.

Wouldn't you like to become **WISER** than your competition?



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PUBLISHING

REVIEWS

"When it comes to customer experience, you have to 'be amazing or go home.' And that's exactly what Dan Gingiss has accomplished with his new book, *The Experience Maker*. This will become your go-to resource for creating amazing experiences for your customers, and then watching as they tell everyone about it. Dan's professional background, remarkable storytelling ability, and practical advice make this your must-read CX book!"

– Shep Hyken, customer service/experience expert
and *New York Times* bestselling author of *The Amazement Revolution*

"If an experience happened to you and you never shared it, did it actually happen? The answer is yes. Dan is *The Experience Maker*. After years of designing experiences, Dan shares with you everything he's learned to help you become an experience maker now and in a post-disruption world."

– Brian Solis, world-renowned digital anthropologist, futurist
and bestselling author of *X: The Experience When Business Meets Design*

00: "From in-person interactions to digital conversations, any business that hopes to succeed in the future must combine strategic insights with tactical application to deliver remarkable customer experiences. In *The Experience Maker*, Dan Gingiss brings to bear over 20 years of overseeing customer engagement at Discover, Humana, McDonald's, and dozens of smaller businesses. His WISER methodology offers a playbook for creating raving fans in a consistent, scalable fashion that will be valuable to your business regardless of your size, scale, or industry. Stop reading blurbs and just buy this book—you won't be disappointed."

– Joey Coleman, speaker, consultant, and *Wall Street Journal*
bestselling author of *Never Lose a Customer Again*

"Is your brand's customer experience remarkable? If not (or even if it is), this is your go-to book to up your game! Dan provides a thought-provoking model for you to employ to design and deliver a remarkable experience for your customers. This book is not based on theory; you will find practical and actionable examples that not only bring the concepts to life but also allow you to translate the proprietary model to your business."

– Annette Franz, founder/CEO of CX Journey Inc.
and author of *Customer Understanding*

"Remember that one experience that made an impression on you for life? That is this book! Meta, right? Let's face it, if you are a human being, you're in the experience business. Buy this book, make it your bible, and learn how to create big and micro human moments your customers will never forget."

– Bryan Kramer, TED Talk speaker
and *USA Today* bestselling author of *Human-to-Human*

PUBLIC SPEAKING



"HE LEFT THE AUDIENCE NOT ONLY **EXCITED ABOUT CUSTOMER EXPERIENCE, BUT ALSO **EMPOWERED** TO MAKE CX A PRIORITY IN THEIR DAY-TO-DAY ACTIVITIES. HE HAD SO MANY **GREAT EXAMPLES** AND HIS **ENERGY AND PASSION** FOR CX ARE INFECTIOUS!"**

**- BETH INGEBRETSON
MARKETING COMMUNICATIONS
AVTEX SOLUTIONS**

International keynote speaker **Dan Gingiss** teaches companies how to make customer experience a competitive differentiator.

He shares engaging, real-life stories and actionable takeaways at live and virtual events, workshops, meetings, webinars, trainings and more.

Dan doesn't just talk about customer experience; his fast-paced, energetic presentation style is meant to actually *create* an experience for the audience that they'll surely remember.

Meeting planners also enjoy the experience of working with Dan because he is responsive, always goes above and beyond, and of course, provides stellar customer service! Both client and audience feedback is always exceptional.

SPEAKING ENGAGEMENTS



**LET DAN CREATE A
REMARKABLE EXPERIENCE
FOR YOUR AUDIENCE!**

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**"I HAVE NEVER SEEN A
BUSINESS SPEAKER GET A
STANDING OVATION FROM
OUR GROUP UNTIL DAN
SPOKE TO THEM ABOUT
CUSTOMER EXPERIENCE."**

**- LINDSAY PROSS
EVENTS MANAGER
BENCO DENTAL**



INTERVIEW TOPICS

READY FOR A FRESH PERSPECTIVE?

Dan is available to be interviewed on the following topics:

- CUSTOMER EXPERIENCE
- CUSTOMER SERVICE
- SOCIAL MEDIA
- DIGITAL MARKETING
- EMPLOYEE EXPERIENCE
- PATIENT EXPERIENCE
- CLIENT EXPERIENCE (B2B)
- SOCIAL CUSTOMER CARE
- RESPONDING TO COMPLAINTS
- WORD-OF-MOUTH MARKETING



RECOGNITION



Top 50 Customer Service Influencers of the Decade
Top 50 Customer Experience (CX) Influencers to Follow
Top 50 Thought Leaders to Follow on Twitter
Top 100 Digital Marketers
15 Influencers Changing the CX Game
Top 50 Social Media Marketing Influencers
Top 50 B2B Marketing Influencers
Top 50 Customer Experience Blogs and Influencers
Top 100 Digital Marketing Influencers
30 Most Influential People in Social Customer Service
30 Influencers Behind The Brands We Love
Top 10 Customer Success Podcasts
Top 10 Customer Experience Podcasts
Best Marketing Podcasts to Help Your Retention Efforts

Top Media Outlets Look To Dan For Insight



Forbes

Inc.



SocialMediaToday

AdAge



cheddar

TotalRetail

**Chicago
Tribune**

CEOWORLD Magazine

MEDIA INQUIRIES

"DAN GINGISS IS ONE OF THE BRIGHTEST MINDS ON THE TOPICS OF CUSTOMER EXPERIENCE, SOCIAL MEDIA AND DIGITAL EXPERIENCE. HE HAS A WEALTH OF EXPERIENCE AND CONTENT, AND HE IS A FANTASTIC, ENGAGING PRESENTER."

**- JOHN R. DIJULIUS III
PRESIDENT
THE DIJULIUS GROUP**

MEDIA INQUIRIES

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