**Dan Gingiss** – Topics

**A Remarkable Customer Experience Is Your Biggest Competitive Advantage**

Competition is tougher than ever these days. Competing on price is a losing game — just ask the two gas stations across the street from each other. And competing on product is getting harder and harder as almost everything can be copied — just ask your favorite ride-share company.

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

In this session, customer experience speaker and former Fortune 500 executive Dan Gingiss will teach the audience how customer experience can be your company’s ultimate differentiator, creating a competitive advantage that cannot be copied.

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 spend more, are loyal longer, and recommend your company to others.

You’ll walk away from this keynote with the inspiration and the tools to go back to work and create a deeper connection with your customers. And Dan Gingiss doesn’t just talk about experience, he creates one for the audience, too!

**In this fast-paced, fun and engaging keynote audiences will:**

Learn the types of experiences people share most often and why.

Apply an easy, 5-step framework for creating remarkable, shareable experiences.

Leverage examples from many other companies across industries that have been successful with these simple, practical, and inexpensive ideas

**Why Every Employee is in the Customer Experience Business**

We all know that support staff are at the forefront of driving great customer experiences. But the one thing that customer-centric companies understand well is that great CX is not the job of customer-facing teams alone – everyone has an equal role to play.

This session will explore how all teams in your organization are in the “customer experience business,” and how driving such a culture forward is key to organizational success.

Your customers don’t care about your organizational chart or which department handles what. They look at your company as a single entity, and expect that everyone — from the front-line customer service agent to the legal department to the custodial staff — is focused on making their experience remarkable.

**In this fast-paced, fun and engaging keynote audiences will:**

Learn how different teams such as marketing, finance, and legal shape the customer experience.

Discover real-life examples of the impact of non-customer facing teams on the end customer.

Realize how a company-wide commitment to CX improves customer loyalty.

**Why It Pays To BELONG**

**The Intersection of Diversity, Inclusion & Customer Experience**

*Co-Presented with Shonnah Hughes*

How well do you really know your customers? In almost every business across every industry, customers have become more diverse than ever before.

Whether you know it or not, your customer base is diverse in almost every way imaginable: gender, race, sexual orientation, religion, political affiliation, family structure, existence of disabilities, and more. And the spending power is staggering:

The LGBTQ+ community has $3.2 trillion in purchasing power. That’s “trillion” with a “T”.

African American, Asian American, Native American and Hispanic consumers have a combined $4.9 trillion in purchasing power.

One in four people in the United States have some form of disability, and the global purchasing powerof people with disabilities is $8 trillion.

So how can businesses authentically engage with different communities to gain their loyalty and hard-earned dollars? By giving them a place to BELONG.

In this eye-opening and myth-busting keynote presentation, customer experience experts Dan Gingiss and Shonnah Hughes teach audiences why belonging matters and how it equates to business growth. They make the case that diversity, equity and inclusion (DEI) is more than just good hiring practices; it’s about building products and services with your diverse customer base in mind and being inclusive in your marketing.

**Your audience will learn:**

What it means to BELONG and how to create it at your company.

Specific examples of companies authentically embracing diverse customers.

How diversity and inclusion leads to better products, improved customer experience, and higher profits.

Your audience will walk away inspired with actionable steps to create a deeper connection with ALL of your customers. And when you build it, they will come: communities that feel welcomed tell others and create word-of-mouth marketing – which is exactly what your audience will be doing after experiencing Dan and Shonnah live!