

TAYLORMAKING:

How to use CX to Build Brand Success



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**KEN
HUGHES**

Leading consumer
behaviouralist &
customer experience
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 The King of Customer Experience

TAYLORMAKING:

How to use CX to Build Brand Success



An exploration of how emotive customer connections, continuous investment in customer and employee experience, and inviting customer collaboration builds brand tribal following. If Taylor Swift can do it, so can you.

Speech Abstract

Taylor Swift's Swiftie Army borders on cult behaviour. They ritualistically make friendship bracelets to swap at concerts and her Eras movie, they gather in their tens of thousands outside the stadiums to just be part of the brand community, they gridlock streets wherever she goes, hang on her every social media post. She belongs to them and they to her.

Every brand strives for such a brand tribal following. Harley Davidson talks about the thousands of sales representatives they have on the road every weekend, as everyone riding a Harley is a sales rep, a tribe member, a brand ambassador. Many even go so far as to ink the logo on their skin. Red Bull have similarly built an amazing tribal following through shared cultural values.

Every brand needs emotive brand loyalty, a feeling for customers and employees that they belong. But few achieve it, overly focused on sales, transactional success, and market share.

This speech challenges any business (both B2B or B2C) to look at their employee and customer through a 'connection' lens. Customer Intimacy (CI) even pushes past traditional CX models and poses the question how we can foster a sense of closeness with our customers?



"CX is more about emotion than it is about efficiency, something most brands misunderstand"

How can we collaborate with them as opposed to just see them as a sales statistic? How can we have shared purpose, leverage shared beliefs, go to market with authenticity?

The illusion that there is a gap between the brand owner, the producer and the end consumer is over. I produce, you consume is the old model, unfit for the brand and customer connections of the future. Gen Z and Gen Alpha demand a more collaborative approach with the brands they invite into their lives. They expect personalisation, delight, and experience.

Customer Experience is not just about customer service, frictionless customer journeys or technology. It is about creative emotive connections. Employee experience even more so.

It is time for a new Era for CX.

Key quotes from this keynote speech

'Taylor is not just a singer, writer, producer, director, or entertainer. At her core she is a savvy entrepreneur who has always been certain about the importance of customer connection. Her success today, alongside her writing talent, is built on a 20-year investment in authentic CX strategy'

'For most of us, other people do what you do, other people sell what you sell. To stand-out, to set yourself apart, you must differentiate yourself and one of the easiest ways of doing that is to use creative emotive CX interactions'

'You have to make people feel special, true of employees as well as customers. They must feel they belong, that they are part of something bigger, that their own values are shared by the brand they choose. CX is about fostering a sense of belonging and evoking emotion'

Some key learnings from this performance

O1 / Return on Investment

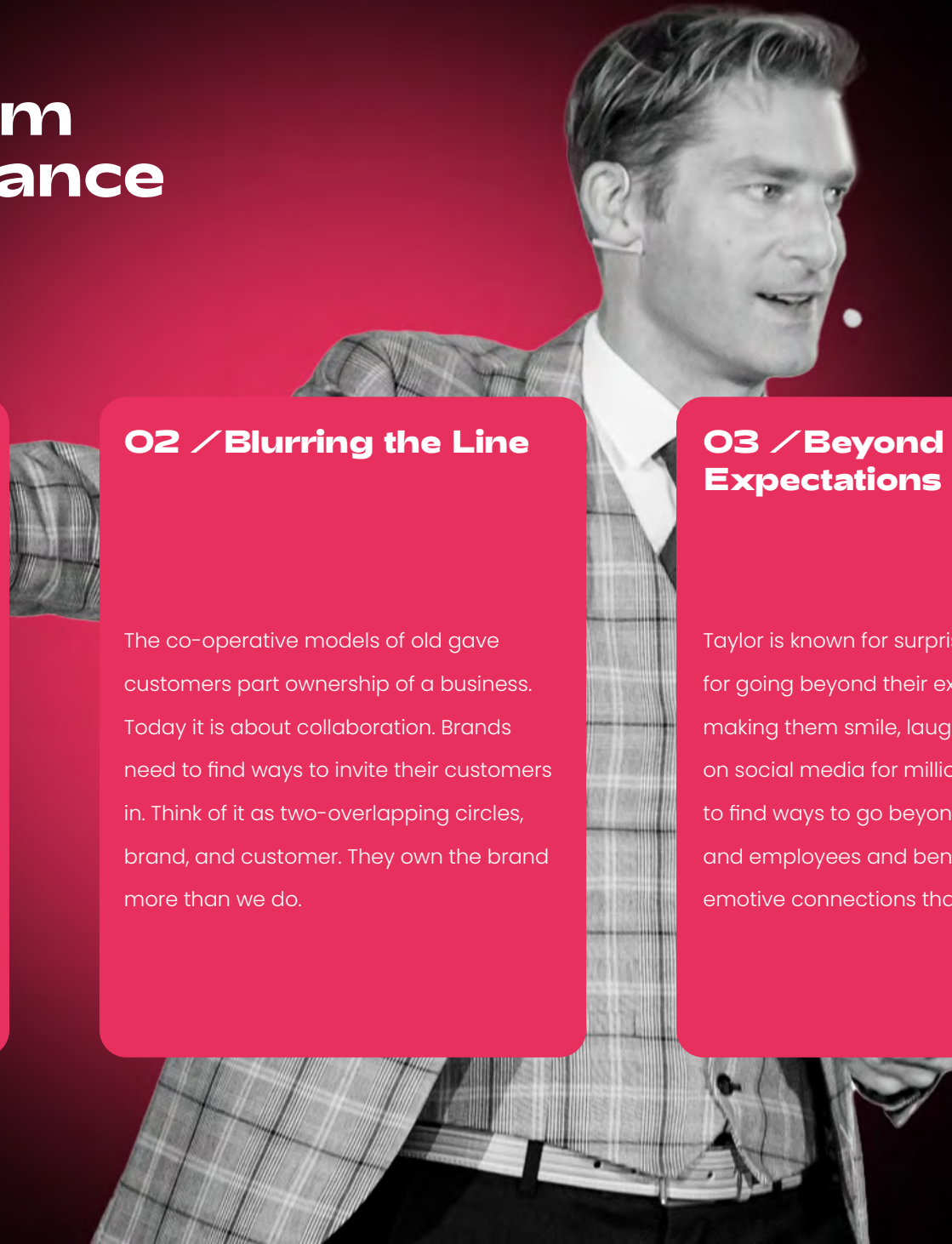
CX and EX programs take time and can be difficult to measure in terms of ROI, but so too are sponsorship and advertising. Investing in making a customer or employee feel special is never wasted. In today's peer-to-peer economy, our customers can be our strongest marketing asset. We need to treat them as such.

O2 / Blurring the Line

The co-operative models of old gave customers part ownership of a business. Today it is about collaboration. Brands need to find ways to invite their customers in. Think of it as two-overlapping circles, brand, and customer. They own the brand more than we do.

O3 / Beyond Expectations

Taylor is known for surprising her fans, for going beyond their expectations, for making them smile, laugh, cry, all shared on social media for millions to witness. Aim to find ways to go beyond for customers and employees and benefit from the emotive connections that arise.



Testimonials

PAYPAL CX GLOBAL INSPIRATION



"Once again, Ken managed to inspire both our internal and external audiences equally regarding the customer connection and marketing in this new world. Our customers loved it as did our own staff. I've never seen so many people so engaged for so long"

CARA GREENE.

"Ken is one of those super professional speakers who just gets it. He surpassed all our expectations in terms of both content and sheer energy on stage."

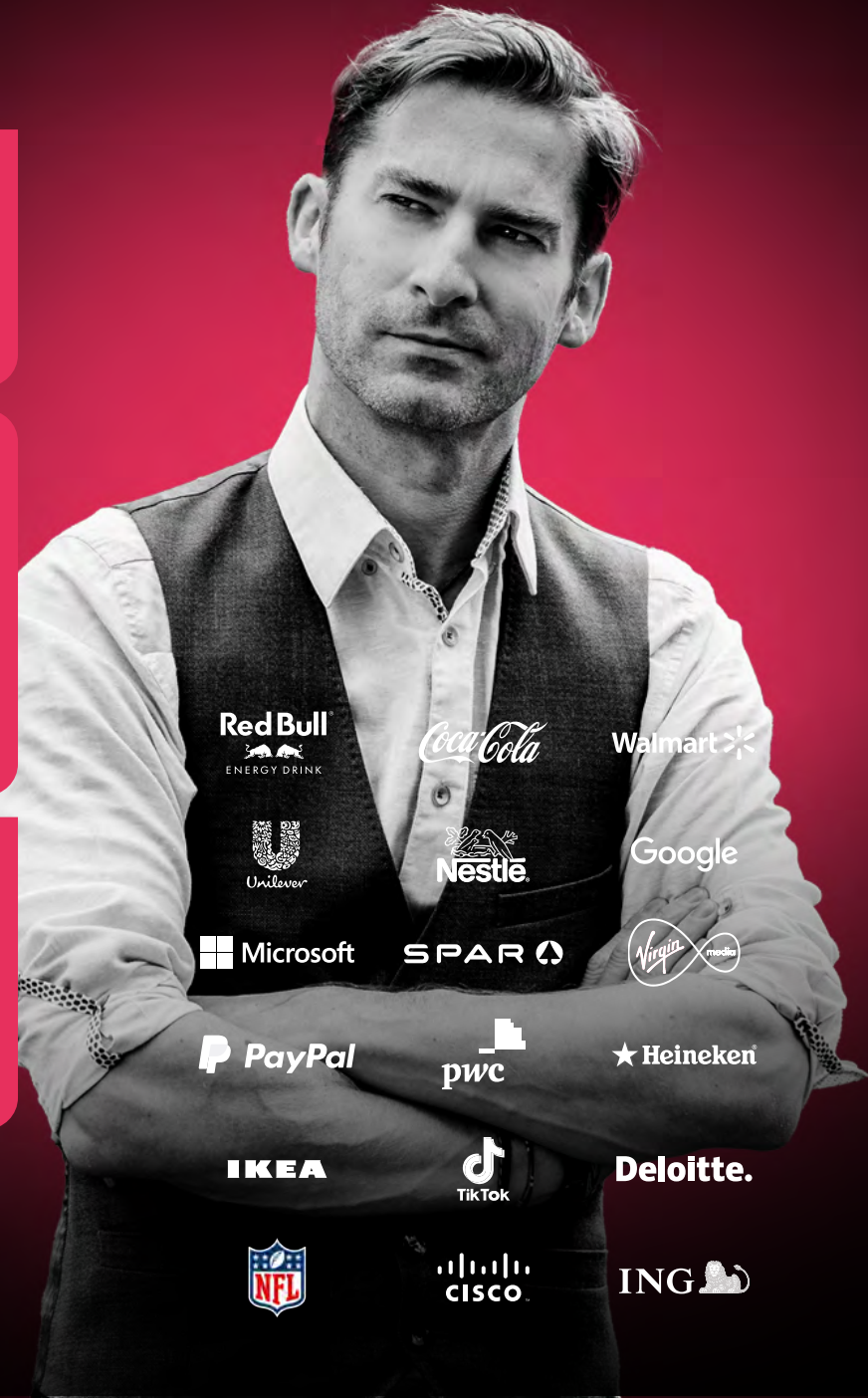
MICROSOFT

"We cannot thank Ken enough for the outstanding session he gave on CX. Our audience was totally blown away and loved the humour Ken brings to the stage. He is on another level altogether and has a unique ability to drive home those all important messages that our Dentists need to survive in today's competitive environment"

WALMART

"The speech with Walmart management really opened our eyes to how the business could use consumer insight and knowledge to unlock significant potential. The human aspect of it all was really useful to come back to and set a lot of minds thinking"

GOOGLE



Audience reactions

"I've seen hundreds of keynotes in my career, and this guy was simply awesome. He is truly the King of CX"

"Unsure I'll ever look at Customer Engagement the same way again after that"

"Nobody knows the customer better than Ken Hughes"

"That was so entertaining and informative. I am now a CX Swiftie"

"The most human-centred CX speech I have ever witnessed. A must see"

"That was the most powerful speech on CX I have ever seen"



KEN HUGHES

Book This Keynote

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