



# BRIAN DENNIS

Keynote Speaker | Author | Customer Service Innovator

**Keynotes for C-suite leaders  
and managers who seek to  
elevate customer service today —  
and re-imagine the Customer  
Experience of tomorrow.**

When it comes to Customer Experience, how do leaders know what's new — and what's next? They look to Brian Dennis, internationally recognized as a Customer Experience innovator and trend forecaster. Backed by 2 decades as a Customer Experience executive in *Fortune* 200 corporations, Brian has a knack for getting to the heart of a concept and explaining it simply and concisely.

A born storyteller, Brian's humor, engaging manner, and concrete advice make him an ideal choice for a meeting opener, keynote, or last-day speaker when you want your attendees to stay until the end. Audiences leave Brian's presentations with proven, real-world ideas they can immediately implement to transform their Customer Experience.

## KEYNOTES

### *If the Customer's the Copilot, You're in the Wrong Seat*

How can you elevate Customer Experience today and deliver exceptional customer service in the future? In this new keynote, Brian Dennis shares insights and proven ideas that attendees can immediately implement to improve Customer Experience and anticipate their customers' future needs.

### *10 Customer Experience Lessons: Change the world — or even just your business — one customer at a time*

In this popular and high-energy presentation, attendees learn how to convert satisfied customers into highly satisfied customers who are loyal champions for your company. Brian Dennis tackles 10 Customer Experience lessons, while distilling perplexing concepts into easy-to-understand (and actionable) ideas.

### *Winning at the Front-Line: Lessons to Create the Ultimate Service Environment*

This highly interactive keynote is intended for the front-line: employees who directly serve the customer. It's a fun, engaging session where attendees gain a greater understanding of why customer empathy is critical — and better see their role as company evangelists in delivering great service.

### *Let's get "Phigital": The Converging Worlds of Physical and Digital Customer Experience*

Customer Experience is no longer about "physical" or "digital." Instead, it's about how the two worlds converge. In this leading-edge keynote, attendees learn how innovative companies utilize a combination of people, technology, personalization, and data to create differentiated retail experiences. While audiences hear current trends, the emphasis is on 3- to 5-year trajectories that need to be on their radar now.



## Meet Brian Dennis, internationally recognized as a Customer Experience innovator and trend forecaster

*Leaders practically need a crystal ball. Deluged with constant change, they need to understand how to rally their resources to meet the future Customer Experience head-on."*

— Brian Dennis

Effective service leaders must have vision, commitment, and a customer lens on everything they do. That's why Brian Dennis has dedicated his career to improving Customer Experience in *Fortune* 200 companies. His keynotes feature proven strategies — and surprisingly simple tips — that attendees can implement to immediately improve Customer Experience.

Few things are as compelling as a good story, and Brian has mastered the art of storytelling. His memorable stories and anecdotes, sprinkled throughout his keynotes, drive home points and explain complex ideas.

Brian is author of two books with his most recent titled, *If the Customer's the Copilot, You're in the Wrong Seat: Innovative Yet Simple Strategies to Elevate Your Customer's Experience*. Here, Brian applies an engaging, straightforward approach to explain complex ideas. He offers concrete suggestions for readers to elevate Customer Experience today — and re-imagine it to meet their organization's customer service needs in the future.

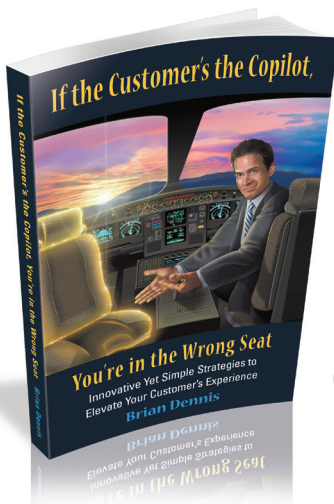
and also serves on their thought leader/teaching faculty with some of the most innovative minds in the Customer Experience field.

### What they're saying about Brian's keynotes:

*"Only one speaker at our conference got a standing ovation. Nice job, Brian!"*

*"The real measure of Brian's success was the number of audience members who swarmed him after his session to continue the dialogue."*

*"Brian Dennis was funny, engaging and compelling — his talk was full of innovative thinking."*



Often referred to as "the customer service guy," Brian is widely recognized as a customer service innovator and trend forecaster. He has delivered keynotes to attendees who represent a significant percentage of *Fortune* 500 companies. Brian is an advisor on the CX University Excellence Board

  
**BRIAN DENNIS**  
Re-imagining tomorrow's customer experience today.™

**BRIAN DENNIS**  
Keynote Speaker | Author | Customer Service Innovator  
(262) 366-3356

[Brian@BrianDennisSpeaker.com](mailto:Brian@BrianDennisSpeaker.com)

[www.BrianDennisSpeaker.com](http://www.BrianDennisSpeaker.com)

**Book the Customer Experience trend forecaster.**