



Biography

Customer Perspective Champion, Data Whisperer

Phil Winters' passionate focus on the customer over the last 30+ years has earned him international recognition as an expert in customer experience, customer journey mapping and Customer Intelligence. He defines new approaches that help organizations to raise their customer value and increase loyalty by delivering outstanding customer experience.

A highly engaging author and public speaker, Phil draws from his long experience working with companies worldwide to understand their own businesses from their customers' perspective. This straightforward but revealing exercise yields strategic insights into how a company can better present its products or services to its target audience – at the points in the customers' decision-making process that will actually bear fruit.

Phil's career began at SAS Institute – then still an unknown start-up – where he spent over two decades in management positions in Marketing, Sales, IT and executive leadership. Alongside his consulting and research projects, he has served as strategic adviser to the Peppers & Rogers Group, recognized as a global authority on customer-based strategies he is also a long-term member of the Advisory Board for KNIME, an innovative open-source analytics platform employing a modern graphical workflow paradigm.

Today, Phil is an independent business consultant, a sought-after keynote lecturer and a highly effective moderator of customer perspective workshops. His book, Customer IMPACT Agenda, is currently in its second edition.

Keynote topics

- “Touchpoint Choreography” from a Customer’s Perspective
- Customer Journey Best Practices: Digital Customer Experience
- From Customer Satisfaction to Customer Delight: the Reality
- Give to Get: The Art and Science of Personal Data Bartering
- Getting agents to do the right things – for you and for the customer
- EU Data Privacy Reform 2018: Farewell to 1to1 Marketing or Opportunity of the Century?
- What does Big Data mean from a customer perspective?
- Doing One Thing Right: The Customer Cookbook for Small Business
- Social Media and the Human Touchpoint: Redefining the Contact Centre
- The 10 commandments of Successful Customer Centric Strategies

Expertise

- Executing broad Customer Intelligence initiatives
- Engaging relevant staff in customer-focused initiatives
- Developing customer strategies
- Creating new and pertinent customer insight and metrics
- Developing solutions and value propositions for BtoB service providers
- Surfacing the value of customer relationship initiatives to stakeholders
- Designing and implementing successful multi-channel environments