

Alain Thys

Experience Architect at Agents of A.W.E

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Customer Experience Expert

Biography

I'm on a mission to make the world a more customer-centric place. Not just because this is a nice thing to do, but because I've learned that customer-centricity is probably the most profitable strategy any business can pursue. So if you're looking for a speaker who can demonstrate to your audience that there's money in making customers happy AND how they can go about capturing this money, I'm your man.

Availability

Keynote, Moderator, Author Appearance

Industry Expertise

Textiles/Leather Goods

Affiliations

Futurelab

Accomplishments

So You Want to Be Customer Centric? (Book)

So You Want To Be Customer-Centric? is an executive action guide which helps leaders shake the habits that prevent their companies from being customer-centric. The book has become recommended (even required) reading for customer experience and marketing leaders in a variety of global firms. It is available on Amazon.com

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