



Matt Watkinson

Customer Experience Expert



CSA Celebrity Speakers Ltd

Matt Watkinson is a writer, designer, consultant and expert on customer experience. Having worked with some of the world's biggest brands, he offers meaningful, practical advice on how any organisation should and can put the customer at the heart of what they do. As both a designer and consultant Matt has worked with leading global brands in automotive, banking, FMCG, healthcare, luxury goods, management consultancy, retail, technology, and even a wheelchair start-up. Matt has also written on innovation and entrepreneurship for Wired magazine and The Guardian.

"Create a great customer experience, whoever you are"

In detail

Matt started his career designing websites and quickly became interested in how people interact with businesses and technology. He realised how many businesses forget what customers ultimately want from both the organisation and from their interaction with them. Whilst still in his twenties Matt distilled his thoughts into his first book. Commissioned by the Financial Times, 'The Ten Principles Behind Great Customer Experiences' became a hit in the business world, winning the CMI's prestigious Management Book of the Year.

What he offers you

Matt offers audiences advice on how organisations in any sector can improve by understanding, relating to, and impressing their customer. Matt considers how people live through experiences - not brands or products, and how a company needs to make realistic, believable promises and why traditional research isn't always necessary to answer the question 'what does a customer want from us?'

How he presents

Matt Watkinson is a highly popular speaker whose presentations are delivered in an approachable, down-to-earth style.

Topics

Customer Service
Digital & Online Business
Business Strategy

Languages

He presents in English.

Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

How to book him?

Simply phone or e-mail us.

Publications

2012

The Ten Principles Behind Great Customer Experiences