

Larry Hochman

Global Expert on Customer Relationship & Leadership

"Putting the customer at the heart of everything that is said, done, promised and DELIVERED is the key to success of every enterprise."
Larry Hochman

Larry Hochman is a leading global Customer Relationship expert who has rolled out industry-leading culture change initiatives including British Airways' 'Winning for Customers' programme. This was delivered to 55,000 employees around the world and was considered the benchmark for culture change programmes in Europe.

TOPICS:

- The Customer Experience - Your Only Priority
- Transformational Leadership In A Changing Environment
- Creating a Collaborative Culture of Change
- The New Marketing - Customers Do It For You
- The Human Touch - True Added Value in the Digital Age

LANGUAGES:

He presents in English.

PUBLICATIONS:

2010 The Relationship Revolution: Relationship Economics in The Post Recession Era

IN DETAIL:

His roles at British Airways included Director of Customer Service & Director of People & Culture. Larry was the first person in Britain to hold this title. He is a globally recognised expert on Customer Experience, Customer Relationships, Customer Loyalty, Customer Service, Culture Change and the author of the bestselling book, 'The Relationship Revolution' which focussed on how best to add value to customer relationships in the digital age.

WHAT HE OFFERS YOU:

Larry Hochman uses his vast insights to help companies develop a competitive advantage by focusing attention on the needs of their customers and their people. Larry demonstrates the keys to succeed and why more than ever your relationship skills will differentiate your business from that of your competitors.

HOW HE PRESENTS:

Articulate and charismatic, Larry is globally recognised as a leading authority on the future trends of customer relationships as well as developing effective people and culture in organisations. His presentations are inspirational and highly motivating.