



Keynote Abstracts

**BARTON
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Futurist. Author. Strategist. Speaker.

Successfully Engaging Customers During COVID-19 and the 'New Normal'

To survive COVID-19 and the recovery phase of COVID-19 – commonly referred to as the 'New Normal' – you must stay tightly engaged with your customers. You need to capture 'Voice of the Customer' at every opportunity to determine their changing needs and their willingness to engage with you. Many of the world's best organizations are leveraging social media and specifically creating 'private' or 'branded' Digital Communities to engage in a two-way dialog with their customers. Digital Communities offer the opportunity for your sales, customer service, and/or technical support personnel to interact directly with your customers and prospects. Digital Communities provide 24/7 peer-to-peer exchange, best-practices discussions, and customer engagement dialog across time zones, geographies and languages. Digital Communities capture each customer's 'social insight', which gets fed into the customer's holistic customer profile that forms the foundation of a successful customer strategy. Engage Barton to learn more about the benefits of Digital Communities and to hear 'real-world' case studies of organizations that have effectively implemented Digital Communities. If your organization intends to survive COVID-19 and the New Normal, invite Barton to make this keynote at your next event.

Benefits of this Keynote:

- Learn how to successfully integrate social media insight into your sales, marketing and customer service efforts.
- Learn why Digital Communities are your best tool for nurturing leads.
- Hear how Digital Communities promote peer-to-peer exchange that drives customer engagement.

AI & Data Analytics: Adapting to Your Customers' Changing Behavior

Customer behavior is changing at an unprecedented pace. More now than ever, organizations need to stay on top of these changes. Yet few organizations have put into place the infrastructure required to ensure meaningful customer engagement. This infrastructure includes powerful AI & Data Analytics tools that help you predict customer behavior and you provide the right solutions to the right customers at the right time. Leverage AI & Data Analytics to develop deep learning to transform how you engage with your customers. Use AI algorithms to make decisions or to take actions based upon forward-looking insights. Leveraging AI tools to become more predictive and prescriptive. Put powerful data analytics to work to maximize your customer knowledge and improve your decision making. Using 'real-world' case studies from his global customer base, futurist Barton Goldenberg examines how organizations are successfully applying AI and analytics today to adapt to their customers' changing behavior. Stay ahead of the AI & Data Analytics curve: invite Barton to keynote your next event.

Benefits of this Keynote:

- Learn how AI & Data Analytics is taking customer engagement to the next level
- Discover how organizations are leveraging AI & Data Analytics to drive sales
- Learn about emerging AI & Data Analytics tools that will change how you conduct business

Digital Transformation Post COVID-19: Raising the Bar on Customer Engagement

Increasingly organizations have turned to customer-centric thinking as their primary 'go-to-market' strategy. In the post COVID-19 period, the core of successful customer-centric thinking is Digital Transformation. 89% of executives say digitization will disrupt their business this year. Yet fewer than 1/3 believe that their digital strategy is correct, and only 21% believe the right people are setting their strategy.

Leading authority Barton Goldenberg describes the five components of a successful Digital Transformation – CRM, Data & Analytics, Social Media Communities, Customer Engagement and Emerging Technologies – and how to integrate these components into a powerful Digital Transformation framework. He lays out the steps in a Digital Transformation implementation roadmap. He provides 'real-time' case studies of clients that have successfully implemented Digital Transformation programs. If your organization wants to raise the bar on customer engagement, hesitate no further: invite Barton to be your next keynote speaker.

Benefits of this Keynote:

- Learn the five components of a successful Digital Transformation
- Discover the steps in a Digital Transformation implementation roadmap
- Hear how other organizations are successfully implementing Digital Transformation