

***CREATE
A STRONG
CUSTOMER
CULTURE***

MASTERCLASS

BY **STEVEN VAN BELLEGHEM**

In today's competitive marketplace, Customer Culture emerges as your most unparalleled business advantage. Innovations, product designs, and marketing strategies might be replicable by competitors;

however, the unique essence of your customer culture remains irreplicable. Its rarity makes it a formidable tool in capturing the hearts and loyalty of both existing and prospective customers.

This masterclass, led by **Steven Van Belleghem**, is designed to empower your company with the strategies to cultivate a robust customer culture. Through a series of effective steps, any organization can embark on this transformative journey.

By hosting this masterclass within your organization, you not only gain inspiration but also the actionable insights needed to bring this vision to life.

EMBARK ON A JOURNEY TO CULTIVATE A STRONG CUSTOMER CULTURE

Join Steven Van Belleghem, a global authority on customer experience, as he navigates you through a series of inspirational and practical steps **to forge a powerful customer culture within your organization**

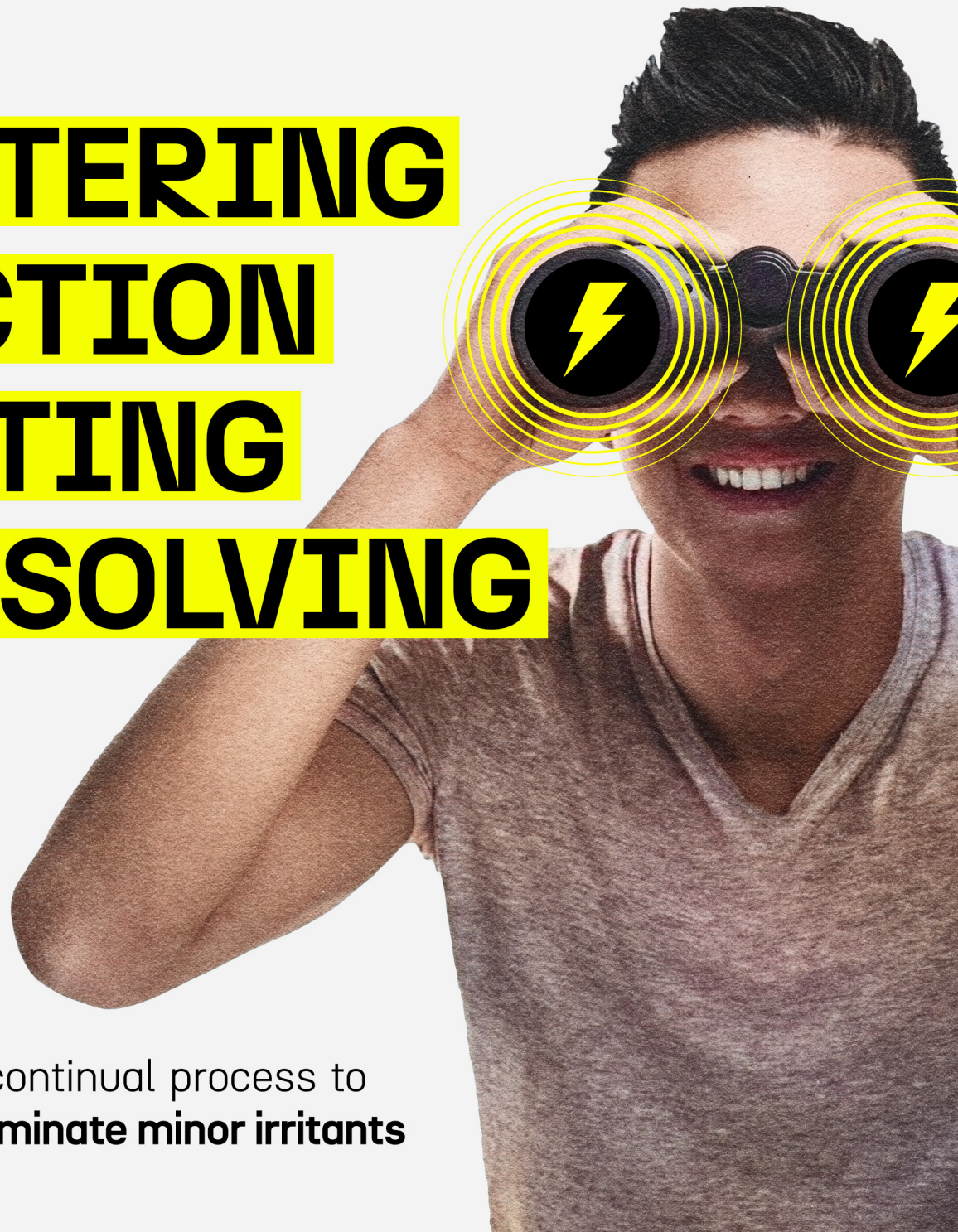




THE POWER OF CUSTOMER CULTURE

Warm up your mindset to embrace
a more **customer-centric perspective**

MASTERING FRICTION HUNTING AND SOLVING



Implement a continual process to
identify and eliminate minor irritants



CULTIVATING EFFECTIVE EMPATHY

Harness the
synergy of **rapid
feedback and
action cycles**

ELEVATING ENGAGEMENT WITH JOY SPOTTING AND JOY SPARKING

Amplify successes and
highlight key moments
and individuals, fostering
more joyful interactions
for customers



BECOMING A PARTNER IN LIFE



Expand beyond your core offerings to understand and **deliver on the deeper values cherished by customers**



DECIPHERING DEEP CUSTOMER LOYALTY

Move beyond transactional
interactions to **build emotional
connections that foster loyalty**

The image features two hands, one from a man and one from a woman, raised in a gesture of agreement or support. The man's hand is on the left, and the woman's hand is on the right. They are positioned as if they are about to clasp or have just released each other. The background is plain white. Overlaid on the hands is a large, bold, black text that reads "SUSTAINING THE MOMENTUM". The text is split into two lines, with "SUSTAINING" on the top line and "THE MOMENTUM" on the bottom line. The text is set against a bright yellow rectangular background.

SUSTAINING THE MOMENTUM

**Establish a
rhythm and
a mutual
commitment**
to perpetuate this
culture-centric
philosophy



STEVEN

VAN BELLEGHEM

Steven Van Belleghem is widely regarded as **one of the world's leading thinkers, keynote speakers and authors in the field of customer experience and culture.**

Steven has inspired world-leading companies such as **Disney, Mastercard, Mercedes, Booking.com, Heineken and Salesforce** with his visionary approach to customer experience.

He is also an **investor and partner at several leading companies**, a multiple board member and a lecturer at the Vlerick Business School.

AVAILABLE IN **TWO FORMATS**

KICKSTART YOUR CUSTOMER CULTURE DAY

A comprehensive, **intensive day** dedicated to covering all previously mentioned themes, designed to ignite your customer culture journey.

THE CUSTOMER CULTURE JOURNEY

Begins with an **intensive day**-long masterclass to delve into all the topics outlined, **followed by continued support through workshops and coaching sessions with Steven**. This long-term engagement ensures the enduring success of your customer culture initiative.



BOOKINGS

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