



BIOGRAPHY

Martin is the customer experience champion with extensive knowledge of the European, US and Asia Pacific markets, and the author of the bestselling book *100 Practical Ways to Improve Customer Experience*, which has been shortlisted for the Business Book of the Year Awards.

During Martin's 35 years in consumer sectors, he headed up the multichannel operations of some of the world's leading brands including Burberry, Intersport, Pentland Brands (Speedo, Berghaus), Harrods and Ted Baker. He then founded global ecommerce and digital consultancy Practicology, which he successfully built across the UK, EU, Middle East and Asia, and subsequently sold in 2018. He has since started a new venture The Customer First Group and he also acts as a board advisor for consumer facing brands.

Martin has spoken at many high-level events, sharing the stage with the likes of Sir Tim Berners-Lee, to discuss the future of retail. Amongst Martin's many accolades, he has featured in various industry leader lists including Retail Week's top 50 eTail Power List for five years in a row. He has also been named in the Retail Insiders top 100 Retail Movers & Shakers list for a number of years consecutively as well as the British Vogue Online Fashion 100.

Martin has judged numerous industry awards such as the World Retail Awards, the Customer Experience awards, the Retail Insider awards, the PayPal eTail Awards and the Online Retail Awards of Australia.

TOPICS

THE FUTURE OF RETAIL 2030

Martin will transport you to the year 2030 and give you a clear vision for what the retail landscape will look like. He will also look back over the last decade, dispelling some myths around industry hype about where retail is going and provide his insight into what the key building blocks will be for transforming into a truly customer centric business that is profitable and sustainable over the short, medium and long term.

His inspiring and insightful talk will cover a broad range of relevant topics including putting your employees at the heart of what you do, cultural change, social responsibility and accountability, diversity, customer experience requirements for key customer segments, technology to drive better



experiences and engagement, organisational structure and skills and driving customer engagement through social media and marketing.

A PLAYBOOK FOR HOW TO NOT ONLY SURVIVE BUT THRIVE IN A WORLD OF DISRUPTION

Martin is the author of the bestselling book, *100 Practical Ways to Improve Customer Experience*, which has been nominated for the business book of the year 2019. In this highly insightful and motivating talk, Martin will share his experience and advice for how consumer facing businesses can survive and thrive by becoming truly customer-centric organisations.

Martin's talk is the perfect mash-up of strategy and tactics as he brings his market-leading tips, from his 37 years of consumer sector experience, on how to take advantage of quick wins, while putting in place the building blocks to scale your business.

Demonstrating how digital can help to dramatically improve the customer experience for your most important segments of customers, Martin will also inform you of how your store should evolve and the experience it should deliver. As well as how to build customer lifetime value through engagement by providing services and by putting the customer first in all that you do. Finishing with a crystal-clear perspective of the skills, structure and technology required to deliver a cutting-edge service in an ultra-competitive world.

RAPIDLY MOVING THE SALES NEEDLE BY REMOVING BARRIERS AND OPTIMISING THE CUSTOMERS PATH TO PURCHASE

This is a highly engaging, interactive session. Martin is globally renowned as a usability expert, and he conducts live website reviews and presents on how to remove friction from different parts of the customers journey. From the end to end path to purchase on an ecommerce website to the points of friction in the brick and mortar environment. He is a master-tactician and has built his reputation on his understanding of customer behaviour and how to optimise the customer journey at each and every touch point.



This incredibly insightful presentation will arm you with so many practical and actionable pieces of insight to take back to your business to drive an immediate uptick in sales performance.

This is relevant for all consumer sectors from retailers to banks, from restaurants to pubs and from car dealers to travel agents.

A PLAYBOOK FOR CPG/FMCG BRANDS TO MAXIMISE ECOMMERCE REVENUES THROUGH B2B, D2C AND B2B2C CHANNELS

Martin is the author of the bestselling book, *100 Practical Ways to Improve Customer Experience*, which has been nominated for the business book of the year 2019. In this highly insightful and motivating talk, Martin will share his experience and advice for how consumer facing brands can leverage digital to drive consumer engagement and sales be that through their wholesale customers sites, on marketplaces or through their own direct to consumer proposition. He will present as framework for how to engage effectively with consumers and the structure, skills and marketing channels required to do so.

A SENSE OF PURPOSE AND SOCIAL RESPONSIBILITY IS THE RIGHT THING TO DO FOR THE ENVIRONMENT FOR CUSTOMERS AND FOR BUSINESS

Martin is the author of the bestselling book, *100 Practical Ways to Improve Customer Experience*, which has been nominated for the business book of the year 2019. In his book he talks extensively about how consumers are becoming increasingly aware of the huge impact that single use packaging and plastic is having on our environment. They are also focused on the requirement for brands to hold their supply chain to account and ensure that they are looking after their employees. There is also a growing number of consumers who will no longer buy goods or services from businesses who fail to demonstrate that they are taking social responsibility seriously. The commercial impact of this will be significant for businesses who only continue to pay lip service to it.

Martin's talk will arm you with total clarity as to what being socially responsible means, and the value of doing so as well as the impact of continuing to pay it lip-service. He will demonstrate both positive and negative case studies where incidents of brand responsibility have had an impact on profits and growth.



PUTTING THE SERVICE BACK INTO FINANCIAL SERVICES – HOW TO BECOME TRULY CUSTOMER CENTRIC

Martin's talk will pull from the case studies in his bestselling book, *100 Practical Ways to Improve Customer Experience*, which has been nominated for the business book of the year 2019, and offer insights into how the banks and other financial services companies are being disrupted by new entrants who have leveraged digital technology to put the customer at the heart of what they do, as opposed to expecting the customer to always go out of their way to fit the rules they put in place. These new entrants are enabling consumers to take far more control over their personal finance by providing data-led personalised solutions that truly empower consumers and render the traditional bank almost irrelevant. No-longer is it a requirement to visit a branch or talk to a call centre.

Organising for success: The new organisational structure that will enable you to become far more commercially successful

99% of consumer-facing brands still have completely siloed operating models. The impact of having a separate digital or ecommerce function to the rest of the business is that the customer doesn't enjoy the joined-up experience they're looking for. Marketing, product, services, and customer service are completely disjointed. The net effect of this is that consumers are not benefitting from joined-up marketing and promotions, they often can't purchase the product they want when and where they want to do so, and customer service doesn't have a view of all of their behaviour and order history.

Martin's presentation will provide a crystal-clear view of the roles, responsibilities, processes and structure required to deliver a seamless, joined up customer experience. As well as the commercial implications and benefits of doing so.

COMMERCE WITHOUT BORDERS – HOW TO TAP INTO THE RAPIDLY INCREASING PROPENSITY FOR CONSUMERS TO SHOP ACROSS BORDERS



With 7 out of 10 European shoppers having purchased from a brand in another cohere has never been a better time to take your brand to new markets, particularly as you don't need to invest in a physical presence. You can leverage digital channels to enter new markets. However, It's crucial to understand customer behaviour as what works in your domestic market is highly unlikely to work in a new market.

In Martin's talk you will learn about the key practical tips and case studies of how to effectively localise the experience for customers in geographies and the crucial factors within customer behaviour to observe and discuss when entering a new market.

Calling on Martin's bestselling book, 100 Practical Ways to Improve Customer Experience, which has been nominated for the business book of the year 2019, he will provide a framework for successful Internationalisation that will provide you with all the key pointers to consider and plan.

A PLAYBOOK FOR DIGITAL SUCCESS IN THE RAPIDLY CHANGING CAR INDUSTRY

In Martin's bestselling book, 100 Practical Ways to Improve Customer Experience, which has been nominated for the business book of the year 2019, he talks about why car dealers are being disintermediated. In other words, the consumer is able to bypass the car dealer and go directly to the manufacturer, as is increasingly the case in the automotive industry.

Disruptive new brands such as Rockar empower Jaguar Land Rover to open direct to consumer showrooms as well as their own digital car outlets. These outlets are in shopping centres. This is a channel strategy that was first adopted by Tesla. It democratises the car buying experience, it takes the brand to the customer rather than the other way around. It makes it accessible to anyone who wants to experience it.

In Martin's unique presentation, you will learn how to combat the threat of disruption as well as be in a better place to take advantage of the opportunities that digital technology provides you to drive sales and customer lifetime value. He will also highlight the importance of having a disruptive approach to your consumer related strategies and provide a framework for becoming a more agile business.



HOW TO TURN YOUR STORE INTO THE CENTRE OF YOUR CUSTOMERS EXPERIENCE

While many brands have customers who shop across multiple channels, if retailers are to maintain levels of footfall in store, they need to create retail theatre and a service culture to engage consumers more effectively in store.

In Martin's talk he will share a framework from his bestselling book, *100 Practical Ways to Improve Customer Experience*, which has been nominated for the business book of the year 2019, for how the physical environment of your business needs to change in order to maintain its relevance. He will demonstrate how different segments of customer behave differently in store and how you can cater for these requirements. These include those who look for speed and efficiency: getting in and out quickly compared to customers who look for experience and delight, where exploration becomes hugely important. As ever, Martin's talk has a practical bias and you will learn how to leverage digital technology and create a service proposition in store to both convert more customers and increase average order values as well as future proof the store environment.

LEVERAGING TECHNOLOGY FOR SUSTAINABLE LONG-TERM SUCCESS

Too many organisations put technology ahead of the customer. They think about what they can do with new technology rather than what will really make a difference to customers and have the biggest commercial impact for the business. In Martin's inspiring talk, he calls upon examples from his bestselling book, *100 Practical Ways to Improve Customer Experience*, which has been nominated for the business book of the year 2019, to demonstrate how to prioritise technology investments as well as gain a clear understanding of what digital tools will enable you to put the customer first and secure the competitive advantage you seek for your business.

HOW TO SUCCESSFULLY SCALE AND SELL A SERVICES BUSINESS

Martin's highly motivational talk will provide a clear roadmap for how to scale your business, manage growth and achieve a sustainable foundation for your working strategy. He will also call on his own experience of having had a business failure as well as successfully selling his services business,



Practicology, in 2018, to highlight the potential points of failure and roadblocks to look out for as well as the key levers of growth. He will provide you with a clear view of the options for selling your business and the strengths and weaknesses of each approach.

All topics can be delivered as key note presentations, strategy days, webinars and workshops.

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