

**FRANK CAPEK**  
**Senior Vice President, BSG Concours**  
**Customer Driven Innovation Practice Leader**



**Frank** has spent 25 years helping leading organizations design and deliver the most differentiated and compelling experiences for their customers. This includes everything from designing retail stores... to working with retail and institutional financial services firms, restaurant and hospitality chains, health care organizations, consumer product manufacturers, and utilities... to developing strategic relationship management approaches for providers of the most complex business-to-business services. Over this time, Frank has provided significant customer experience services to more than 50 leading corporations.

In the course of his work, Frank has developed leading-edge approaches to designing experiences from the “mental model of the customer” not the “mental model of the provider.” This has included helping clients: understand how their customers’ think, feel, and act; design products, services, processes, and technology that enable more effective customer experiences; and align leadership, employee experiences, and organizational behavior to deliver. His research and intellectual energy has been focused on understanding the cognitive and neurological foundations for how people experience the world... independent of their roles as customers, employees, or members of any social network. Frank is the author of the popular Customer Innovations Blog: (<http://customerinnovations.wordpress.com>)

Highlights of **Frank’s** experience design and implementation work include:

- Financial Services:
  - Integrated customer-agent experience initiative for a leading property and casualty insurer
  - Repeatable client experience design for a provider of retirement services
  - Small business and mass affluent experience strategy for a leading retail bank
  - Predictive modeling of customer behavior for a leading credit card company
  - Service model for one of the largest investment advisory and wealth management firms
  - Experience design for several innovative independent broker-dealers
- Healthcare:
  - Primary care delivery model for a leading HMO
  - Integrated physician-patient experience for a hospital and ambulatory care system
  - US service model for a large international pharmaceuticals business
  - Integrated broker-employer experience for a leading health insurance company
- Retail:
  - An integrated customer-employee experience design for a leading retail jewelry chain
  - Retail channel strategies for several consumer, durable, and food product manufacturers
  - Small business customer strategy for a leading industrial supply retailer
  - Store design, layout, signage, and merchandise placement to optimize the customer experience while maximizing impulse purchases
- Miscellaneous:
  - Differentiated experience strategy for a leading electric utility
  - Student services redesign for one of the top educational and research institutes

Prior to *BSG Concours*, Frank was CEO of *Customer Innovations, Inc.* Frank has degrees in Mechanical Engineering and Mathematics from MIT and SUNY and has conducted graduate studies in applied mathematics and cognitive sciences at the Courant Institute and Harvard University.