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## Speaker Profile: Frank W. Capek

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**Frank Capek** is a widely respected experience design expert and an engaging storyteller with a provocative point of view. He has a passion for helping organizations make more money by making life better for customers and employees. Frank's unique perspective on experience design combines the deepest understanding of how people think, feel, and act as they "have" experiences with a comprehensive knowledge of how organizational processes, structure, and culture drive experiences for both customers and employees.

For over 25 years, Frank has done innovative experience design work for many leading financial services firms, retailers, restaurant and hospitality chains, pharmaceutical companies and health care organizations, consumer product companies, and utilities. In the course of that work, he has evolved a unique approach to designing highly differentiated, engaging, and influential experiences from the "mental model of the experienter" rather than the "mental model of the business."

Frank is an entertaining speaker that brings the subject to life through a wide range of examples. He is the author of the popular Customer Innovations Blog and is the primary architect of Customer Innovations' Experience Miner™, Experience Designer™, and Experience Economics™ platforms. Frank is the founder and Chief Experience Officer of Customer Innovations, Inc.

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## Speech and Workshop Topics

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### **The Anatomy of Wow – Designing Experiences from the Mental Model of the Experienter**

The organic growth of your business is a direct result of the experience customers and employees have with you. While most business leaders understand this fundamental truth, most organizations try to improve these experiences in exactly the wrong ways. They focus on what the business does to *create* experiences rather than on how people think, feel, and act as they *have* experiences. Wow Experiences create high levels of commitment, energy, and word of mouth... precisely because they are designed from the mental model of the experienter not the mental model of the business.

In this entertaining and informative session, Frank shares practical and counterintuitive principles, approaches, and examples of organizations that have accelerated the profitable growth of their business by designing the experience from the mental model of the experienter.

### **Next Generation Experience – From *Experience by Default* to *Experience on Demand***

The torch is being passed to a new generation of customers; customers that have grown up digital. Fueled by the emergence of Web 2.0 platforms and social networking, customers are rapidly becoming more knowledgeable, more demanding, more vocal, more connected, and more engaged. They are no longer satisfied with consuming the experience you want to give them; they want to co-create, mash-up, and personalize the experience they want to have. The evolution of Next Generation Experience is being accelerated by technology-enabled business models that engage communities of customers and intermediaries, continually sense the experience they're having, and provide a platform that enables *Experience on Demand*. While all this is changing, most existing businesses are struggling with the operational and technical barriers to consistently delivering an acceptable Last Generation Experience.

In this practical and informative session, Frank provides insight into the key elements of Next Generation Experience, along with strategies, approaches, and cases studies of companies that have accelerated their progress from an ad hoc, *Experience by Default*, to a Next Generation... *Experience on Demand*.

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### **Beyond the Service Profit Chain – Aligning Customer and Employee Experiences**

The key to a great customer experience is a deliberately designed set of employee experiences. While customers tend to have a better experience with organizations that have higher levels of employee engagement, this doesn't mean that increasing employee engagement will lead to a better customer experience. Our research has shown that more highly engaged employees frequently just deliver a sub-par customer experience more enthusiastically. Every organization is strongly predisposed to deliver the current customer experience as a result of deeply entrenched legacy effects including: processes, structures, technology, beliefs, values, and unwritten rules. These legacy effects are reinforced by employee experiences at every level of the organization.

In this provocative and practical session, Frank shares specific strategies and illustrative cases studies that will help participants deliberately align their customer and employee experiences and brand.

### **Optimizing Business-to-Business Experiences and Next Generation Channel Management**

Most businesses do not sell directly to end-consumers; they sell to and through brokers, distributors, integrators, retailers, etc... A clearly defined, branded, and differentiated experience is more critical for business-to-business providers than for consumer providers. This is true since most business-to-business relationships involve the coordination of multiple individual relationships and more complex cross-functional activities. In addition, the basic concept of channel management is becoming rapidly outdated... as customers, intermediaries, and complementary providers begin to operate as a more open, peer-to-peer community.

In this session, Frank shares practical experience gained from working with dozens of business-to-business organizations from industries ranging from high tech, financial services, medical, packaged and durable goods, business services.

### **Structuring Customer Experience Programs that Accelerate Growth**

It's difficult to find an organization that isn't working on their customer experience in some way. Unfortunately, most customer experience programs produce "better sameness" rather than any competitively relevant business benefit. Businesses are learning that it's exceptionally easy to make uneconomic investments in the customer experience; investments that increase service costs but don't positively influence customer behavior. In addition, most existing organizations are strongly locked in to delivering the experience customers are having today as a result of deeply entrenched legacy effects including: processes, structures, technology, beliefs, values, and unwritten rules. Unless you understand how and why the organization is predisposed to deliver that experience, interventions aimed at shifting the experience tend to be superficial and naïve.

In this session, Frank provides effective approaches to organizing and structuring customer experience initiatives along with ongoing experience measurement and management practices in a way that leads to measurable business benefits.

*Note: Topics can be combined and customized to the specific needs and interests of your group. Sessions can be delivered in either a keynote lecture or interactive workshop format. For more information on rates and availability, please contact us at [info@customerinnovations.com](mailto:info@customerinnovations.com).*