



Andy Hanselman

Helping You Create Outstanding Customer
Experiences Using '**AI**'!

That means..... '**AUTHENTIC INTERACTIONS**'!

INTRODUCING ANDY HANSELMAN....



Hello There, I'm Andy Hanselman!

I'm an expert and keynote speaker who helps businesses create 'outstanding' customer experiences with '**AI**'. No, not 'Artificial Intelligence' but '**Authentic Interactions**'! That means delivering genuine, personalised, human experiences that are '**Dramatically** and '**Demonstrably Different**' from other businesses and create real competitive advantage.

The result? 'Delighted' and 'devoted' customers who come back for more, tell others, and help do your marketing for you, and improve your competitiveness and your profitability.

Whether it's your customer facing people, your sales people, your support teams, your operations teams, and even your accounts department (hey, this is revolutionary stuff!) I give them the tools and techniques to use '**Authentic Interactions**' work with their customers and make a difference to your customers - a '**Dramatic Difference**' that is!

I have over 30 years' experience researching, working with (and learning from) forward-thinking customer focused businesses in a wide range of sectors that get ahead, and stay ahead, of their competitors by being '**Dramatically** and '**Demonstrably Different**' and doing things their competitors aren't doing, or even better, can't do! I continue to do that to ensure my content is always relevant and 'up to date' for today's fast moving, competitive world.

As a stimulating and engaging keynote speaker, I speak at conferences and events worldwide and am proud to have built a strong reputation for my 'down to earth' approach offering no-nonsense 'stuff' that your people can actually use.

No academic theories or 'magical answers', but practical ideas, tools and techniques they can apply back in your business immediately. By sharing 'real' examples that resonate with the audience and telling stories that they can all learn from, I thrive on interacting with people ensuring that they are challenged, stimulated, and motivated.

So yes, I'll 'fire up' your people. But I'll do more than that... I'll equip them with proven tools to make a real difference (a '**Dramatic Difference**' that is) in your business.

"Andy's keynote address was a high point of our Kuwait Service Excellence Conference. He gave us some really important and valuable messages on how, as leaders and managers, we can bring the best out of our team. We were delighted by the positive impact Andy had on both our event and our delegates. Feedback included comments such as 'What a keynote!', 'Amazing presentation, more of the same next year please' and many more. His message and material travel well."

Abdul Quom Ali

WHY BOOK ME?



6 'DRAMATIC DIFFERENCES' CONFERENCE ORGANISERS SAY SET ME APART:

When you're choosing a keynote speaker, you want someone who delivers more than just motivation. You want a speaker who engages your audience, gives them practical tools, and makes you, the organiser, look good for booking them.

That's exactly what I do. Over the years, clients have told me there are six things that make me different... and make their events a success....

1: 'Real World' Insights:

Over 30 years of experience working with successful customer focused businesses means I share proven lessons that actually work, not just theory.

2: Practical Actionable Ideas:

With more than 2,000 presentations delivered in 12 countries, I know how to engage any audience — and give them tools they can use immediately.

3: Tailored To You:

Every keynote is personalised to your people, your challenges, and your goals. No "off the shelf" talks - your audience gets what's relevant to them.

4: Beyond The Keynote:

Want more than a keynote? I also deliver interactive workshops, panel sessions, facilitation, and in-depth training to embed the learning.

5: Fresh, Relevant Content:

I'm constantly researching best practice and new case studies so your audience gets current, real-world examples that fit today's (and tomorrow's) business environment.

6: 'Motivation' That Lasts:

Yes, people leave inspired — but more importantly, they leave with practical tools and techniques to create a difference in your business - a '**Dramatic Difference**' even!

“Thank you for your excellent presentation at our conference. It was the one that was talked about all evening! You definitely got everyone “doing something!””

Analese Bone

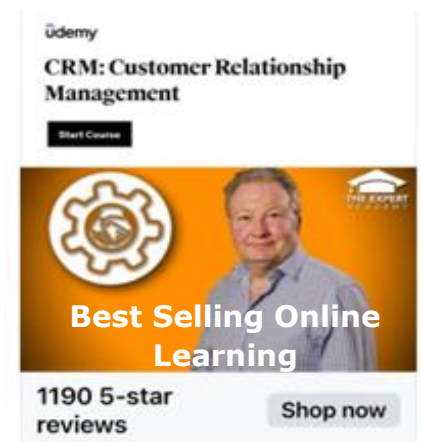
HERE'S ME AT A GLANCE....



Author of

3 Books

(Currently working on my 4th!)



Just Some Organisations I Have Presented To....





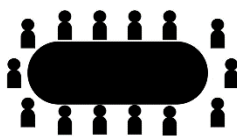
My Keynotes

Here are details of **3** of my most requested keynotes. There's nothing 'fixed' – I can and do, 'mix and match' to suit you, and, most importantly, the audience!

They can also be run as workshops, training sessions and be done 'virtually' as well as 'face to face'.



KEYNOTE



WORKSHOP



VIRTUAL



TRAINING

Keynote #1...



Create Outstanding
Customer Experiences with **AI**!

That means...



**Authentic
Interactions'!**

Use Genuine, Human Connections To Turn Customers Into Loyal Advocates!

84% of European customers say their favourite business treats them like an individual. Yet so few businesses do this consistently — which means there's a huge opportunity to stand out.

In this keynote, I introduce a new take on '**AI**' - not Artificial Intelligence, but '**Authentic Interactions**'! These are the genuine, human, and personal moments that make customers feel valued — the kind of experiences that create delight, loyalty, repeat business and word-of-mouth recommendations.

Through real-world stories, practical tools, and relatable examples, I'll show your people how to measure themselves against the best and give them the tools and confidence to create "wow" moments with every customer they meet. No gimmicks. No scripts. Just practical insights they can put into practice immediately.

Whether it's your customer facing people, your sales people, your support teams, your operations teams, and even your accounts department (hey, this is revolutionary stuff!), this keynote will 'fire them up' and give them the tools to create '**Authentic Interactions**' with their customers!

After In This Keynote Your People Will...

- ✓ Understand the 5 key ingredients of 'outstanding' customer experiences and what they mean for them
- ✓ See and hear real examples of '**Authentic Interaction**' in action
- ✓ Benchmark themselves and see how they 'measure up' with their own customers in the areas that count
- ✓ Get practical ideas and tools to use straight away
- ✓ Be motivated and equipped to make a difference to your customers...
a '**Dramatic** and **Demonstrable Difference**' that creates 'delighted' and 'devoted' customers!

"Andy is an engaging and highly entertaining speaker who brings business sense to the benefits of delivering an exceptional customer experience!"

David McKown, Director

Keynote #2...



Create Lasting Customer Relationships That Increase Their Loyalty And Spend!

In today's world of demanding customers, endless choice, greater transparency and shrinking loyalty, salespeople and account managers can't rely on the same old approaches to win and keep their customers. They need a different one - a '**Dramatically** and **Demonstrably Different**' one!

Working with, and learning from those that do it well, shows that these '**3D Thinkers**' know it's no longer enough to just 'manage' relationships and in this high-energy keynote, I will challenge people to shift their mindset by Forgetting CRM and Thinking **MCR!** It's not about ditching the software, it's about **Maximising Customer Relationships!** That means proactively giving the best to, and getting the best from, the customers you really want.

Through real-world stories, practical tools, and a tailored approach to the world they're in, I will show your people how top performers use '**Authentic Interactions**' to build loyalty, generate repeat business, and proactively spot new opportunities with their customers - all without being 'pushy'.

They'll leave with the clarity, confidence, and motivation to build stronger, more profitable customer relationships that last with the customers you want them focusing on.

By The End Of This Keynote Your People Will...

- ✓ Understand the key ingredients of creating **Maximising Customer Relationships**
- ✓ 'Choose 'Em Or Lose 'Em and focus on the customers you **WANT** them to be focusing on
- ✓ Create 'The Ties That Bind' by delivering genuine, personalised customer experiences
- ✓ Establish 'Dialogue Not Diatribes' with conversations that educate, engage and add value to them
- ✓ Spot and create new opportunities with those customers
- ✓ Be motivated and equipped to create 'delighted' and 'devoted' customers who stay and spend more!

"We invited Andy to be a guest speaker at our NEXT GEN Contact Center Customer Experience event in Amsterdam and he did an amazing presentation. He understood the audience and very quickly established fantastic rapport with them as he led them into the field of AI ... Authentic Interactions. We are excited to have the opportunity to have Andy join us again at our future events and value his passion and knowledge which he openly shares in a fun but meaningful way to all attending"

Raj Wadhwani, President, Contact Center World

Keynote #3...



Helping Leaders Create A Consistent Approach To 'Outstanding' Customer Experiences

Outstanding customer experiences don't happen by accident. They happen because leaders create the right culture and establish the behaviours they want from their people. They also embed and they live them! Culture is simply *'the way we do things around here'* and the best leaders make sure that 'way' consistently drives loyalty, delight, and growth.

In this keynote, I introduce our powerful **UBER** Culture Model (nothing to do with taxis!): Ensure everyone **U**nderstands the behaviours expected of them, and model them consistently; **B**uild effective systems and processes that reinforce and support those customer focused behaviours; **E**ngage, empower and people so they are competent and feel confident to deliver '**A**uthentic **I**nteractions'; and **R**eward and recognise those who demonstrate them every day!

By sharing 'real-world' stories, practical examples, and actionable tools, I will challenge your leaders to reflect on how they 'measure up' in the areas that count, and equip them to lead a culture that ensures their people deliver consistently 'outstanding' customer experiences.

By The End Of This Keynote Your Leaders Will...

- ✓ Understand what culture really is - and how it impacts on customer experiences
- ✓ Identify how they can (and do) influence it as leaders (positively and negatively)
- ✓ Apply the **UBER** Culture Model to themselves, their teams, and their wider business
- ✓ Engage, empower, and enable their people to 'do the right thing' for customers... consistently
- ✓ Identify blind spots and take action to become stronger role models
- ✓ Embed and live the behaviours that make '**A**uthentic **I**nteractions' a 'way of life' in your business

"Andy's masterclass on the creation of a UBER culture was one of the highest rated presentations by my leadership group of SME owner directors; and that is after more than sixty other presentations over the years! Refreshingly free from gobbledygook Andy used numerous real life examples to demonstrate how any business can become Dramatically Demonstrably Different and have a UBER culture and he did it with good humour. He'll be invited back by popular demand."

Denis Kaye Yorkshire, Leadership Group

THE 'LOGISTICS' FOR BOOKING ME...

Every event is different and as a result, I never deliver a 'standard' presentation. I always tailor something specific to my audience to address the key issues they face. If you are interested, here's a brief outline of my approach...

Step 1: Get In Touch To Check Availability:

Give Danielle a call in the office on +44 114 243 4666 or email andy@andyhanselman.com to check availability and share your basic details: Topic / Audience (Type and Numbers) / Date / Timings. We'll be in touch to move things forward.



Step 2: Getting To Know You:

We'll connect (by phone, Zoom, Teams, or in person) to talk through what you want to achieve. This helps me understand exactly what success looks like for you — and gives you the chance to see if I'm the right fit for your event.

A key question we'll explore:

"For this to have been a valuable use of our time, money, and effort, what do we want to have achieved?"



Step 3: Designing Your Keynote:

I'll then create an outline tailored to your event, covering the issues that matter most to your audience. You'll have the chance to review it, shape it, and make changes along the way. Things move fast — and I make sure the keynote reflects what's most relevant right up to the day of your event.



Step 4: Approval And Paperwork:

You approve it and we send you the contract of engagement.



Step 5: Delivering The Goods...

On the day, I'll deliver an interactive, engaging, and challenging keynote that fires people up and equips them with practical tools they can use immediately. It's not just motivation for the moment — it's about lasting impact that makes a '**Dramatic and Demonstrable Difference**' in your business.



Step 6: Post Event Debrief...

If required, you can have a detailed debrief and I will provide any materials and resources, including my slides for people to access and use after the event to make it all happen!



MAKING IT ALL 'EASY' FOR YOU...

Just a few more questions answered to help you maximise me at your event.

Want A Workshop Rather Than A Keynote?



No problem whatsoever! I can run interactive workshop sessions as well as keynotes. I design and deliver things around your timetable and agenda - you tell me what you need and I'll work around that! I can provide workbooks and notes 'branded' with your logos and colours to suit too.

Need Copies Of Andy's Slides?

Absolutely no problem at all either! You want them? They're yours! Again, I can 'brand' them with your logos and colours to suit too if that helps you.



Need To Get In Touch With Me?



I will work with you before, during and after your event and you will have my mobile number so that you can contact me at any time with any questions, queries or updates that you might have. I'll also be happy to interact with people before and after the event (formally or socially) – I'm definitely not a 'turn up, speak and clear off' type of bloke!

Need Andy To Do More Than One Session?

I'm happy to do that - whether it's the same one more than once, or different sessions, just let me know what you need and I'll tailor something to suit.



Need Me To Facilitate Your Event?



I often works with clients to build my session(s) into their day and can also 'top and tail' things and facilitate your event if needed. Whether that means supporting group discussions, facilitating Q&A sessions or helping teams develop 'plans of action' to move things forward after what they've heard, I can help you out!

"We booked Andy as the keynote speaker at our Members' Conference. Well prepared, easy to deal with, great thought-provoking presentation relevant to our members backed up with good examples and anecdotes"

Andrew Chalk, Director Of Operations



"I just wanted to say a huge thank you for today. It was simply outstanding from arrival to finish. This has definitely been the most relevant and inspiring training we have ever been able to procure and you were the absolutely the perfect persons for the job! I am looking forward to more in the future"

Fiona Fletcher, Director



FOR VIDEOS OF 'ANDY IN ACTION' VISIT WWW.ANDYHANSELMAN.COM!

andyhanselmanconsulting

Helping Businesses, Their Leaders And Their People...

'Think in 3D'!

That Means Being **D**ramatically and **D**emonstrably **D**ifferent!



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