



relationshiprevolution

LARRY HOCHMAN

Former Director of British Airways and
Leading Authority on Change Management
and Customer Relationship

CONFERENCIANTES **BCC**

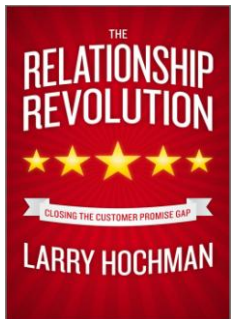
INTERNATIONAL SPEAKERS

Larry Hochman spent 10 years as a Director of British Airways and the loyalty management company, Air Miles. His roles included Director of Customer Service and Director of People and Culture. Since 1998, he has been running his own speaking, mentoring and consulting business.

He uses his vast insights to help companies develop a competitive advantage by focusing attention on the needs of their customers. Larry's ability to spot future trends has turned his theories into tangible business successes around the globe.

After managing the BA terminal at JFK for three years, Larry returned to London in 1991 and initiated and led a training programme, "Winning for Customers", which was implemented company-wide and attended by over 50,000 BA employees. At Air Miles he went on to create a phenomenal commercial success with an annual turnover in excess of £150m and over 1200 members of staff.





Since leaving Air Miles Larry has become one of Europe's best known speakers, applying his expertise to the growing needs of both customers and employees. Through his presentations he helps business leaders to "think outside the box" about the ways in which their markets will develop and to adapt their strategies to meet the challenges of the new economy.

According to Larry: "The relevant issue today and in the future is not the gathering of information (anybody can do that), but the effective use of the information to build relationships that matter". He backs up his philosophy of focusing on customers needs with practical and actionable solutions.

Larry Hochman is an articulate and charismatic speaker and is globally recognized as a leading authority on future trends of customer service. His presentations are inspirational and highly motivating.

Topics

Customer Loyalty In The Digital Age
Transformational Leadership for The Customer Era
Hope Is Not a Strategy - Managing the Customer Experience
Talent Management and Enduring Success
Embracing Change.



http://www.youtube.com/watch?v=bZke-j_iD8U