



Hank Brigman
TOUCHPOINT  **Guru**

**BUILDING CUSTOMER-CENTRICITY,
TOUCHPOINT BY CUSTOMER
TOUCHPOINT**

HANK BRIGMAN

Touchpoint Guru & International Best-Selling Author. Expert Customer Experience Management (CEM) strategy, implementation and measurement



Hank Brigman's passion for consistently delivering outstanding customer interactions - or touchpoints - was born in the demanding customer service environment of fine private clubs. Today, Brigman is recognized as an innovator and expert in the rapidly growing discipline of Customer Experience Management (CEM).

Hank Brigman shares his knowledge through dynamic keynotes, engaging workshops, and corporate consulting and training. Brigman's "how to" CEM workshops have served all North American sales offices for a Fortune Five conglomerate, business leaders in Singapore and Malaysia.

Internationally, Hank Brigman served as master of ceremonies and gave opening remarks for two international strategy conferences held in China, and delivered the keynote for the Direct Marketer of the Year award in the Netherlands.

Event host raves, "Hank Brigman is a dynamic and engaging speaker. He held our audience's attention with rich content and relevant stories during our annual day-long Marketing Education forum. He is a pleasure to work with and the evaluations of his presentation were outstanding." R. Fortunato.



As an award winning CEM practitioner, Brigman co-founded and served as President/CEO of the pioneering CEM research consultancy, Touchpoint Metrics™. In-house and as a consultant, Brigman has improved customer-centricity for organizations small and large, including four prominent Fortune 30 firms.

Hank Brigman is writing his first book, "Touchpoint Power! Get & Keep More Customers, Touchpoint by Touchpoint," due Summer 2010.

Known as the "Touchpoint Guru," Brigman was the first to define touchpoints on Wikipedia. Hank Brigman enjoyed a three-year stint as a professional golfer on a variety of mini tours after earning his BBA in Marketing from Eastern Michigan University.



Travel

USA



Link video

<https://www.youtube.com/watch?v=egjLjTtelKE>



Topics

Customer Loyalty

Customer Service

Sales

Business Growth

Employees/Workforce

Teamwork/Teambuilding