

“EMOTIONAL LOYALTY ISN'T JUST ABOUT MAKING CUSTOMERS FEEL GOOD; IT'S THE CORNERSTONE OF SUSTAINABLE BRAND GROWTH THROUGH GENUINE CONNECTION.”

CHRIS GILLEN

CEO | SPEAKER | #CX FUTURIST

A sought-after speaker and consultant, Chris challenges brands to disrupt the status quo and integrate customer experience tactics that drive true emotional connection instead of discounts and sales that only build price-sensitive, transactional loyalty.

Chris's unique approach combines a focus on creating genuine customer connections with strategies for building organizational cultures that prioritize these relationships. His talks challenge and inspire audiences to reimagine their approach to customer engagement, demonstrating how a shift from purely transactional interactions to emotionally resonant experiences can transform business outcomes and create lasting brand loyalty.



SAMPLE PRESENTATION TOPICS

POWER OF CONNECTION: BUILD EMOTIVE LOYALTY WITH SENSORY EXPERIENCES

Learn how brands have used the transformative power of sensory engagement in creating emotional loyalty. Attendees will learn how brands can leverage all five senses – sight, sound, smell, taste, and touch – to craft immersive experiences that resonate deeply with customers. This session will illustrate how establishing emotional connections through sensory experiences can turn ordinary interactions into memorable moments that foster lasting loyalty. Discover practical strategies for enhancing customer touchpoints to create a profound sense of connection with your brand.

CONSISTENCY: THE CORNERSTONE OF TRUST IN CUSTOMER EXPERIENCE

Learn why brand consistency builds and maintains customer trust across all interactions. Reliable, high-quality experiences across locations strengthens emotional commitment and creates a sense of reliability. Explore practical methods for measuring and ensuring consistency, including photo-based audits, mystery shopping and real-time customer feedback channels. Discover strategies for establishing and maintaining consistency, and understand how this reliability forms the foundation for long-term customer loyalty and brand success.

PERSONALIZATION REDEFINED: UNLOCK LASTING CUSTOMER RELATIONSHIPS

Explore the true meaning of personalization in the context of emotive loyalty. Go beyond traditional marketing techniques to emphasize the importance of understanding and addressing individual customer needs and preferences. Attendees will gain insights into effective methods for gathering meaningful feedback and using it to create tailored experiences that make customers feel valued. Examining successful examples, learn how genuine personalization can transform customer relationships from transactional to deeply emotional, driving long-term loyalty.

INVESTING IN A CUSTOMER-CENTRIC CULTURE: MAINTAINING EMOTIVE LOYALTY

Get the playbook for creating, maintaining, or reviving a culture of customer-centricity to foster emotional loyalty. Explore ways to focus your brand on customer needs, moving beyond conventional approaches like loyalty programs, sales, and discounts that only build transactional loyalty. Learn strategies for timely, relevant communications beyond promotional offers. Transform transactional interactions into deep, emotionally-driven brand loyalty without relying solely on costly initiatives.

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Chris Gillen's insights on emotional loyalty are truly transformative. He challenged us to rethink our customer engagement approach, inspiring innovative ways to create lasting connections. We left with practical strategies to drive real brand loyalty and revenue growth.

George Burt
COO, ShopGoodwill.com



Chris's insights on personalization and emotional loyalty are unparalleled. His talk at our global summit was a game-changer, emphasizing the critical importance of first listening to customers to understand what truly matters to them. Chris provided a roadmap for transforming organizational culture and driving sustainable growth. He's consistently one of our most impactful speakers.

Peter Ryan
Co-founder and Partner,
CxOutsourcers



Thank you for taking the time to speak at our retreat. We enjoyed the presentation and gained a fresh perspective on how our customers perceive our brands and what it takes to cultivate Brand Loyalty. Everyone's a customer!

Tony Gimbrone
VP Sales and Marketing,
Beacon Communities



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