



Derek Bildfell Speaker BIO

You will discover how to use customer experience feedback to drive your business to grow more profitably. When you systematically manage the customer experience, your organization experiences greater conversion of new business, higher profitability from current customers, improved employee engagement and continuous improvement across the enterprise.

CEOs build businesses to provide value to their customers. Understanding how customers perceive your company and making adjustments based on these perceptions is the cornerstone of Customer Experience management. The importance of managing all forms of a Customer's Experience (CX) cannot be overstated. Managing the people, processes and technologies that impact, sustain and render experiences to internal and external customers has become a central competitive issue for many organizations.

In fact, CX is becoming a major determinant of performance and pay. As a case in point, as of February 2017 Sun Life announced that 25% of the incentive program for all employees worldwide will be based on client feedback.

Derek shares his extensive experience to help CSuite leaders learn to succeed in leveraging CX performance and success by providing:

- *Past and present trends driving this focus*
- *Importance of CX management for achieving business results*
- *The current full scope of what "Customer Experience" means*
- *Core capabilities such as "Closed Loop CX Performance Management"*
- *The need for intentional Customer Journey Maps*
- *Implications for Leaders and their Executive partners*
- *Successful and ongoing CX initiatives and programs in Canada*
- *Partners, Providers & resources (CX Professional Association)*

"Derek is super hero for growing businesses. Not only does he know what to ask and look for but he has a deep understanding of how to best use the information gathered and apply it to the business model."

– CEO of Fastest Growing Company in Canada according to Profit 500, 2017

Biography:

Derek Bildfell is a Strategic Management & Customer Experience Architect with Acceleration Strategy. He has also been the Canadian Ambassador for the Customer Experience Professionals Association since 2010.

Derek has led both the strategies and the operational execution teams in designing Closed Loop customer engagement models for US and Canadian multinationals. This has included eight years as the leading services organization driving the Customer Experience Leadership for TD Bank where we achieved outstanding continuously improved Net Promoter Score results impacting compensation of 83,000 staff members through improved customer service. In his earlier career, Derek provided leadership to the \$2.1 Billion expansion of IBM's Application Development Portfolio, which required a deep expertise in the Rational Unified Process and other SW development technologies.

Derek now works exclusively with SME companies in Canada, applying systems that have been designed based on years of world class project design and operations. Current clients are some of the fastest growing and best managed firms that you've likely never heard of.

He is a graduate of Queens University in Applied Science and holds an MBA from Duke University. While at IBM Derek completed the Harvard Client Relationship Management program.

A more detailed bio is available on LinkedIn - <https://www.linkedin.com/in/derek-bildfell-4ab977/>

Short Form CV:

- Derek leads the firm Acceleration Strategy Inc. in Toronto, Canada. (ASI). ASI has a reputation for managing complex, unique and high value NPS based programs.
- Derek is an Ambassador of the Customer Experience Professionals Association and longtime leader of the Ontario community.
- ASI is an Advisory Partner of the Qualtrics Partner Network
- ASI leverages the Qualtrics platforms with internal customer systems. Leaders in ASI are Gold and Master Certified, Derek is a Master Qualtrics practitioner.
- Derek has been developing and refining the accountable closed loop approach since 2006.
- Derek re-architected GE Finance NPS to establish consistency across the enterprise, globally.
- Architect, Design, Build and Run several multi segment enterprise customer experience management programs.
- Founding member of the Satmetrix NPS Partners program; the Customer Experience Professionals Association; Qualtrics Solution Provider.
- Currently managing all aspects of the NPS based programs that drives the fastest growing consumer services firm in Canada (according to Profit Magazine).
- Derek spent 18 years with the IBM SW division. Final role was as the Program Director for Websphere Application Development solutions and the successful acquisition of the \$2.1 B Rational Software Corporation.
- ASI has developed a deep expertise in both real estate investment and residential operations through the custom projects designed for these markets.