Hamish Taylor

Former CEO of Eurostar and Sainsbury's Bank

Change the way we “understand” our customers Whether our customers are internal or external, if we keep looking at them in the same way, we will get the same answers and keep doing the same things! We must change the lense! Hamish will use real cases from his background to illustrate how new insights can be gained. Concepts such as soft insights, customer’s customer, the ability to share, blank sheet, and focus on the person have created new understanding for his many clients.

Change the “platform” for our activity We all know that customers buy benefits not products/services. You are interested in what you do – customers are interested in the benefit to them as a result of what you do! The customer promise model enables you to put this philosophy at the core of all activity. Developed in consumer goods and used by Hamish in BA, Eurostar, Sainsburys, and many service industries and internal departments, the customer promise redefines the value we bring to our customers. By focusing on customer benefit, you can create major breakthroughs in the value you bring to your customers, innovation, and your ability to put the customer at the centre of everybody’s activity.

Change the thinking “If you want a breakthrough, look outside you current environment.” As the non airline man in the airline, the non Banker in the Bank etc, Hamish has seen at first hand the benefits of bringing new thinking into different situations. Beds in aeroplanes (yacht designer) and Airport Queuing (Disney) are examples of new product or service thinking from outside. However, Hamish will also show how this approach has been successfully applied to processesm leadership, feelings, and much more. Where do these lessons come from? Everywhere! Other businesses, Sport, the Arts, Teaching and much more.

Change the way we engage with customers There is a tendency in many organisations to think that engagement with both internal and external customers is all about communication. There are undoubtedly lessons to be learned from, for example, the world of advertising that can be applied to everyday communications. However, beyond this, Hamish will also share lessons including the ambition and making it happen models from BA and others, where leadership for real engagement required a radically different approach.