

Press Release

FOR IMMEDIATE RELEASE – January 08, 2013

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Live Webinar Debate announced by Beyond Philosophy

RIP Customer Experience

Seven reasons why Customer Experience is in danger of dying

Atlanta, Georgia - January 08, 2013

One of Beyond Philosophy's most popular blogs in 2012 was written by Colin Shaw called, "[RIP Customer Experience – Seven reasons why Customer Experience is in danger of dying.](#)"

The interest in this controversial blog was so great, it was decided that a new interactive, live 30 minute webinar would be the ideal solution to generate further debate around the contentious subject. Taking place on Wednesday February 13th 2013, Colin Shaw will open up the debate by explaining his views. The webinar will then go live, opening all attendee phone lines for an interactive webinar session, enabling different views and observations to be made by the attendees, each being welcomed to have their own say!

Wednesday February 13th 2013

8:00 AM – 8:30 AM PDT

11:00 AM – 11:30 AM EDT

4:00 PM – 4:30 PM GMT

5:00 PM – 5:30 PM CEST



Seven reasons Colin Shaw thinks Customer Experience is in danger of dying:

1. Thinking a new IT system will solve all the problems.
2. People who think they understand Customer Experience when they don't.
3. Thinking there is one thing that can be done to improve the experience.
4. Starting a Customer Experience initiative because everyone else is.
5. Relabeling your job with Customer Experience but not doing anything differently.
6. The confusion between a process and an experience.
7. Lack of true Senior Exec engagement.

LIMITED Attendance

Anyone interested in Customer Experience can attend the live webinar but attendance is limited to the first 50 people who register to ensure sufficient debate & discussions are made during the session. Beyond Philosophy advise that before attending the live event on February 13th 2013 at 4.00pm (UK) that all registrants should read "**RIP Customer Experience – Seven reasons why Customer Experience is in danger of dying.**"

Registration for the 30 minute live webinar can be found here:
<https://www1.gotomeeting.com/register/797183593>

Beyond Philosophy

Founded in 2002, Beyond Philosophy is a leader in helping organizations to create deliberate, emotionally engaging Customer Experiences that drive value, reduce costs and build competitive advantage. Specializing in strategic consultancy services, custom research, training and education, the company's thought leaders have also pioneered new methods of analyzing both the rational and emotional sides of the Customer Experience. Beyond Philosophy's four internationally bestselling books – *Building Great Customer Experiences*; *The DNA of Customer Experience*; *Revolutionize Your Customer Experience*; and *Customer Experience: Future Trends and Insights* – are available through the company's website or through any bookseller.

Beyond Philosophy maintains offices in Atlanta, Georgia and London, England. Additional information can be found at www.beyondphilosophy.com.

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