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Business Battleground: The Future

It's a very long way from leaving school at the age of sixteen and starting your first real job as a sales assistant in a local North London branch of Iceland, to the heady heights of having your own company that is now recognised as the world's greatest authority on Customer Experience.

It may be a long way but Colin Shaw, CEO and founder of Beyond Philosophy has made the journey and is still travelling.

In his early career progression, Colin quickly moved up the corporate ladder into senior positions via several blue chip industry names that included Xerox, Mars and eventually British Telecom, where he led a global team of 35,000 people. During that time, Shaw recognised that the new battle ground for businesses to succeed in the tough economic and competitive climate of the future would be the customer experience. There is no doubt that he has been proved right!

Over the last decade, Beyond Philosophy has grown into the world's leading authority on customer engagement and how businesses can build and deliver better relationships with their customers.

"The customer experience has different faces as far as any business is concerned", says Colin. "These can, to a certain extent, be split down into rational, subconscious and emotional. Each area is quite complex and it's important that businesses buy into the whole concept of customer experience and learn to understand and implement each area in the right way." Colin continues, "it may seem an obvious thing to say but it's also very important for organisations to understand the relationship between each area of the customer experience and this includes customer acquisition, loyalty and retention." Working with global brands that include the likes of American Express, FedEx, Maersk Line, Aviva, T-Mobile

and IBM, Shaw has reinforced the fact that businesses have to address their relationships with customers if they want to remain competitive and retain customer loyalty. In fact, it has become imperative for organisations to engage fully at every opportunity and listen to clients more now, as well as in the future. Maybe it's even true to say that the old fashioned idea of 'The Customer is King' is now back in vogue and has to be taken seriously again after most companies dismissed the idea as an irrelevant side issue, a very long time ago.

“How you treat your customers has a direct bearing on how your organisation is perceived in the market place.”

As well as the demands on his time through working directly with clients, Colin is also a very sought after keynote speaker at conferences all over the world. His style has become synonymous with the way he works with clients; a very interactive presentation approach using thought provoking questioning techniques to involve the audience. Humour plays a good part in his delivery when trying to get his point across and he uses a lot of real-life anecdotes to engage, entertain and inform his audience. Audaciously, Colin often calls organisations live from the podium to drive his point home.

For Colin Shaw and Beyond Philosophy the journey still has a long way to go and it's the same for many organisations out there in the market. Building a great customer experience is a journey started by Colin some years ago – those who want to survive in the world of commerce in the future should start this journey at the earliest opportunity; not to do so could turn out to be folly!



Colin Shaw

Colin Shaw is now recognised as the world's leading authority on Customer Experience. Since launching the company, Beyond Philosophy in 2002, Colin has played the leading role in shaping the industry with his thought leading work and four bestselling books. He has also recently been recognised by the world's biggest business social media website, LinkedIn, as one of the original top 150 business influencers worldwide.

As CEO and founder of Beyond Philosophy, Colin spends his time working between Europe and the United States of America while also being in constant demand as a keynote speaker at conferences and symposiums all over the world. He is a regular guest in the media industry with countless TV and Radio appearances and as well as being a regular contributor in the press, Colin also advises several governments and is a frequent visitor to the Cabinet Office in No. 10 Downing Street.

Although his home is in Dunstable, Bedfordshire where he spends as much time as he can, he now lives in Sarasota, Florida. Colin is a devoted family man who enjoys boating, fishing and collecting 1966 football memorabilia. He is also a diehard supporter of Luton Town Football Club - but nobody holds that against him!

Stuart Moore

