

LIBBY DALE

Co-creator of Smart Measures, Author of Get Smarter About Customer Churn - How AI Gives You X-ray Vision Into The Issues Around Customer Retention, Public Speaker

Customer attrition or churn is bad for customers and bad for the economy. I am on a mission to create more happy customers and save big business millions in the process!

THE BACK STORY...

Libby Dale is a digital professional passionate about all things related to customer experience and customer success. She is drawn to finding new ways to use technology to help customers and improve the business bottom line. Not one to 'go with the flow', Libby has found a solution to fix customer churn for good. She says 'Yes, the barriers to switching have been eroded and customers certainly are king, but now there is the technology to help you to do something to retain customers and stop churn.'

Having worked in technology for 20+ years, Libby became increasingly frustrated with the lack of solutions to solve the problem of customer churn. Businesses have an enormous amount of untapped data and now with AI data can be mined to identify when customers are in need of help and service teams can reach out well before the customer even thinks about leaving. She left corporate life to co-create the ground breaking churn prediction and treatment software SmartMeasures, which fills the 'leading indicator' gap enabling large customer centric organisations to predict and control customer churn.

Libby is passionate about keeping customers happy through clever technology. She believes customer churn is something that can be avoided in a way that delivers both happy customers and improves the business bottom line.



"Churn reduction is businesses new growth strategy"

IDEAL FOR THESE AUDIENCES

- Energy Retailers
- Banking and Superannuation Industry
- Health Insurance Industry
- Customer Centric Retailers with 100,000+ customers
- Clubs
- Not-For-Profits who rely on donor contributions
- Customer service organisations
- CEO's
- C-Suite Executives (CFO, CMO, COO, Head of Sales & Marketing)

TALKING POINTS

- Customer retention- The 'real' growth engine for business
- AI and Big Data leading the way in customer retention and satisfaction
- Taking the informed path to happy customers
- Data-informed decision making vs data-driven decision making
- Using AI for continuous improvement
- Keep customers happy through hyper-personalised service
- Leveraging data that organisations already have and use it to improve customer experience
- The power of decisions based on fact not opinion
- Using AI differently - a communication engineer's approach to AI
- How to know how your customers 'really' feel about your organization
- Increase profitability using AI

AS FEATURED HERE
& AWARD WINNERS:



CONTACT DETAILS

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