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BEYOND PHILOSOPHY CEO COLIN SHAW KICKS OFF CUSTOMER EXPERIENCE MANAGEMENT IN TELECOMS VIRTUAL CONFERENCE

Bestselling CE Author and Founder of Beyond Philosophy Presents Seven Key Strategic Questions Critical to Improving Your Customer Experience to Global Audience

Atlanta, August 9, 2011 – Colin Shaw, CEO and founder of Beyond Philosophy, the leader in helping organizations to create deliberate, emotionally engaging customer experiences, today delivered the opening presentation in the Customer Experience Management (CEM) in Telecoms Virtual Summit 2011. The presentation focused on Seven Strategic Questions Critical to Improving Customer Experience for telecoms.

Shaw offered his view on the often ignored, but crucial emotional side of the customer experience. “Understanding that emotions count for more than half the typical customer experience is essential to a successful CE program,” said Shaw. “Companies that focus solely on rational or physical factors such as price and quality are throwing away valuable opportunities to cultivate positive emotions and improve the bottom line.”

Shaw’s presentation was designed for Customer Experience leaders who are looking for more effective ways to address the emotional needs of their clients.

A recording of Colin Shaw’s Seven Strategic Questions Critical to Improving Customer Experience virtual presentation can be viewed by registering for the conference at the CEM in Telecoms website (www.cemintelecoms.com).

About 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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