



As part of evangelising the benefits of focusing on customer experience, Adam has used opportunities at AICCLuncheons to speak with senior business personalities. A recent lunch saw Adam discussing the importance of the use of benchmarking to measure and improve company performance with

Bruce Ackhurst, CEO of Sensis (see photo). Similar luncheons have seen Adam promoting the importance of customer experience with Tim Pallas, Minister for Roads and Ports, and Mr Elmer Funke-Kupper, CEO of Tabcorp. “At the senior management level, there is a growing recognition that the customer experience often determines the success or failure of a company’s long-term relationship with a customer.” Adam said.