



One thing I know very well is that nothing brings more value to a business than a world-class customer experience. There is a reason why Amazon went from operating out of a garage in Seattle, to having a market cap of over \$100 Billion, and how Uber has started to disrupt a 100 year old industry. The reason for these successes? Each company delivers a strong customer experience.

My entire career has been built on understanding how companies go from humble beginnings to the large, admired brands that we respect. One of the main differences between some experts and I is that I've actually created the change that I talk about. I didn't simply write a book and give myself the title of "expert." I'm more concerned with being a practitioner than a "guru."

My journey began when I was earning \$10 an hour working within the contact centre of 1-800-GOT-JUNK?, a company that is one of North America's great entrepreneur success stories. During my time with the company, I quickly developed a personal brand that always advocated for the customer experience. I spent a few years working within the contact centre before transitioning to the operations management side of the business. It was at 1-800-GOT-JUNK? that I learned how to:

Grow a business from a \$1,000 investment to a successful organization with over \$100 Million in yearly revenue

Create a world-class company culture that receives constant recognition as one of the best places to work in Canada

Navigate the inner workings of a multi-location contact centre operation

Create, implement, and manage a Net Promoter Score program

Build and deploy a Complaint Resolution System

Create world-class, customer-centric material for frontline employees

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**Michel Falcon**

### Speech Topics

- Technology
- Sales
- Marketing
- Entrepreneur
- Customer Service
- Customer Experience



## Testimonials

Michel is the real deal. Watching his presentation at a recent International Customer Service Association conference, it was clear that his story telling abilities, real world experience and customer-focused philosophy are a winning combination!

- VP, Global Customer Experience, Verint.

Michel was very engaging and he was terrific at integrating humour and anecdotes at the appropriate moments to further draw the audience into the message. I would highly recommend engaging Michel as a Customer Experience Speaker.

- Senior Account Executive - Salesforce.