



**Isabella Villani**

International Speaker and Author in  
Customer Experience and Transformation

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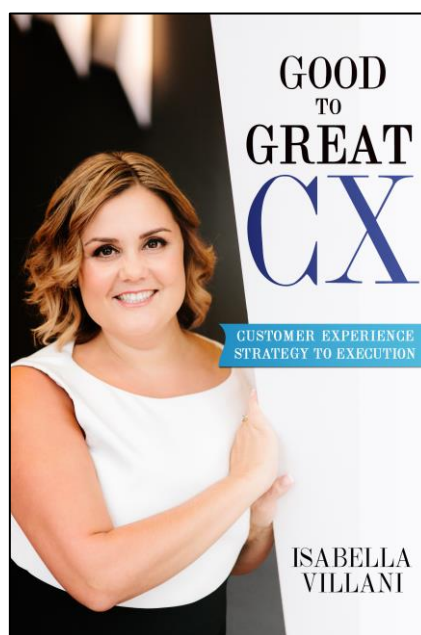
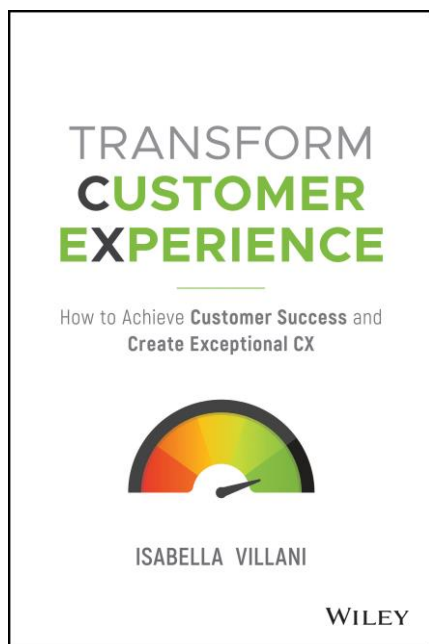
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## 1 International CX Author



### 1.1 Isabella's Books

*Transform Customer Experience* – How to achieve customer success and create exceptional CX will be published by Wiley, one of the world's most successful and popular publishing houses with a new cover and will be marketed by the Wiley team globally. The book was released online and in stores in February 2019. Global distribution of the print and ebook and audio book versions have been made to over 10,000 retailers, and the Wiley team is exploring translation rights in various languages. The book has been well received. See Appendix 1 for some reviews of the book by leading CX professionals around the world.

*Good to Great CX* – Customer Experience Strategy to Execution was published by Major Street Publishing in 2016. This title was available in e-book through Amazon, Kindle and ibooks.

Copies of *Transform Customer Experience* can be purchased by contacting me directly on +61 407 889 987 or via email at [contact@isabellavillaniauthor.com](mailto:contact@isabellavillaniauthor.com)

## 1.2 About '*Transform Customer Experience*'

**'Transform Customer Experience ... is absolutely jam-packed with the latest thinking, the most competitively successful ideas and practical case studies from around the world.'**

**Don Peppers (best-selling author and global CX authority)**

### Your customers are your future

Smartphones, social media and the internet have given customers access to more information than ever before. If your business fails them, they will switch to your competitor and never return. So how do you keep them? By mapping their journeys, identifying potential hazards and reshaping your business with customer experience (CX) at its heart.

From services to products, online to in-person, small-scale to multinational, your customers' loyalty depends on how you interact with them. *Transform Customer Experience* is your ultimate guide to putting your customer first. Author and CX expert Isabella Villani shows how you can implement a customer strategy from planning to execution. Learn how to:

- develop and implement your CX strategy
- align your organisation's culture around CX
- map your customer's journey using best practice templates
- engage your customers across multiple channels
- respond to current and future customer trends and technologies such as artificial intelligence

*Transform Customer Experience* explains why you need to embed customer experience in your organisation and shows you how to do it.

## 1.3 Reader benefits

### READER BENEFITS



Why read *Customer Experience – How to achieve customer success and create exceptional CX?*

- Customers have more choice than ever before. This book shows readers how to keep them choosing you.
- A how-to guide that shows readers how they can implement a customer strategy from planning to execution
- Filled with clear and practical case studies of how other organisations used customer experience to their best advantage
- Contains stories and tips from CX leaders around the world
- Allows readers to implement customer experience into their organisation's culture

The target readers are executives, managers, leaders looking to optimise their organisation's CX performance. The book will enable readers to:

- understand the current and future CX landscape including customer expectations and market trends
- develop and implement your CX strategy
- centre your organisation's culture around CX
- map your customer's journey using best practice templates
- personalise the experience for your customers
- engage your customers across multiple channels
- capture the voice of the customer and other metrics to improve customer experience
- get stories and tips from experienced CX leaders around the world
- anticipate the future of CX and how artificial intelligence and other technology and trends will impact your customers' experiences.

2 About the Author: Isabella Villani

2.1 Author Bio

Isabella Villani is a thought leader in customer experience (CX) strategy and transformation. Renowned for leading high-performing teams, she is greatly sought after as a speaker at industry forums and events around the world.

As the founder and Chief Customer Officer of Exceed Global, Isabella has earned an international reputation for her infectious passion. With more than 20 years of experience at the forefront of CX, she provides consultancy services to companies in banking and finance, telecommunications, health, utilities, as well as government and not-for-profit organisations.

She is certified in Six Sigma (Black Belt), Kaizen, Systems Thinking Design, Agile and CompTIA Project Management; has a bachelor’s degree in Speech Pathology from La Trobe University; is a graduate member of the Australian Institute of Company Directors (GAICD); and holds several board positions, including as a retail advisory board member for Save the Children Australia.

Isabella is based in Melbourne, Victoria. On weekdays she can often be seen at the airport, heading for her next exciting CX engagement, and on weekends she enjoys spending time at the beach with her dog.

2.2 My Background

I am a thought leader who has worked for more than 20 years in CX. These books draw on my experience in CX strategy and transformation in organisations from banking to retail, government services to telecommunications, and energy to health. Founder and Chief Customer Officer of Exceed Global, I have earned a global reputation as a speaker and am recognised for my infectious passion.

I established my own company, Exceed Global, in 2011 after working in a range of CX-focused positions for more than a decade. My company provides innovative best-practice advisory, research and talent solutions to help businesses solve problems, increase profitability, gain market advantage and achieve operational excellence in a range of industries including:

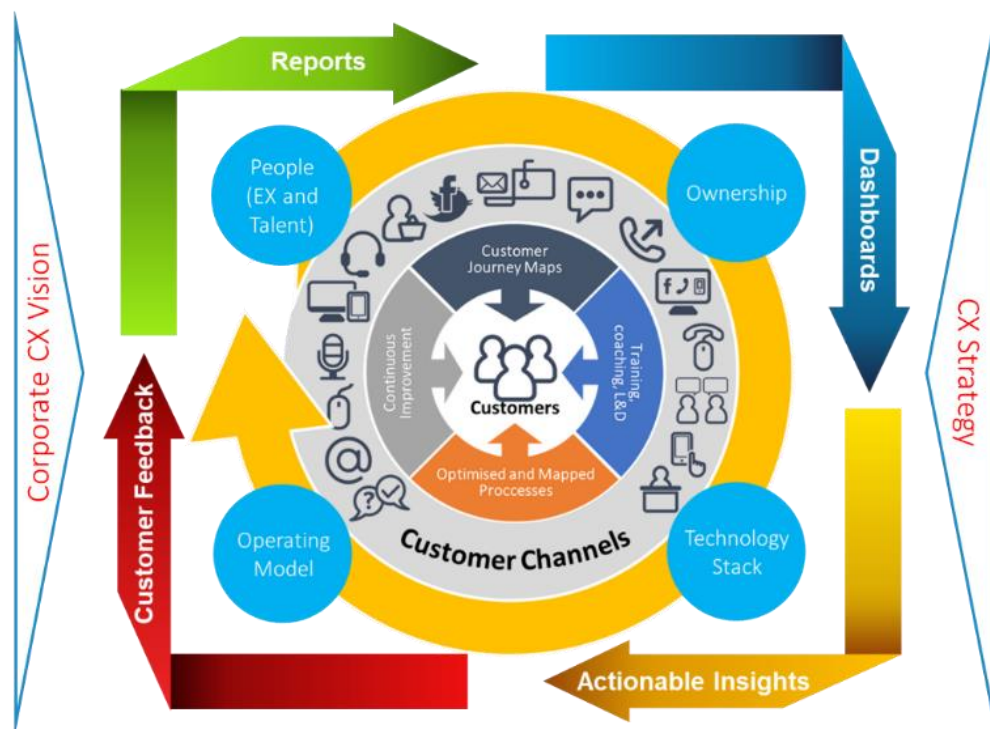




# TRANSFORM CUSTOMER EXPERIENCE

I am widely recognised as a thought leader in more than customer experience, including employee engagement, business transformation and omnichannel strategy. I am often engaged to speak at industry forums, including key international events.

My work with clients is governed by an awareness that success in the present environment is strongly dependent on organisations' ability to respond to difference and diversity, not only among their customers but also in their employee base. This recognition informs the strategies I devise and my approaches to implementation. I also deliver consulting engagements that are closely aligned to the key themes in the books. These revolve around the concept of an enterprise-wide CX ecosystem, as depicted in the diagram below.



I am a graduate of the Australian Institute of Company Directors (GAICD) and also currently a Non-Executive Director of Waterpool Trading and a Retail Advisory Board member for Save the Children Australia. Prior to this appointment, I served as the Victorian director of the Customer Contact Management Association and non-executive board member of Auscontact, Australia's leading forum for professionals and experts in the contact centre industry. Refer to Appendix 2 for my bio.



## 3 My Reach

As Author of *Transform Customer Experience* and *Good to Great CX* and Chief Customer Officer at Exceed Global, I frequently present about CX to large groups of people, who typically range from C-level executives and senior leaders to frontline staff, including:

- Presenting at or chairing industry conferences and forums
- Conducting consultancy engagements involving CX strategy and business transformation
- Facilitating CX ideation workshops for senior leadership teams
- Conducting webinars on CX
- Facilitating training programs
- Writing and blogging
- Presenting keynotes to leadership teams around thought leadership in the CX space.

Exceed Global's [YouTube page](#) has videos demonstrating some of the work I have delivered.

Event photos are also included on [Exceed Global's Facebook page](#).

### 3.1 Topics

Topics for presentations, workshops and seminars can be customised to suit your requirements, however below is a sample of topics:

- **Delivering Great CX today and into the future:** With the introduction of new technologies including AI and VR, organisations need to understand the impact of these technologies. Listen to best practice approaches to leverage them to optimise business operations and integrate them with existing channels and touchpoints. This involves transforming your business and operating model to deliver Great CX and provide an innovative, consistent and seamless omni channel customer experience across these channels and touchpoints.
- **Good to Great CX:** Gain valuable insights into how to get your CX from good to great. Isabella talks about how to attract and retain customers in a world where they're writing the rules. The event includes providing an understand of what makes for good CX and what your customers expect, CX trends for 2018 and drivers for CX innovation.
- **Honing a successful customer experience strategy within your organisation:** Organisations must now operate in a highly contested global marketplace where customers demand and expect a personalised experience across multiple channels. With a changing landscape on the doorstep, all organisations are finding themselves in the middle of a digital revolution and in order to remain current and continue to effectively engage with customers, a robust CX strategy is key. In this session Isabella Villani will offer insights on what a CX strategy is, its purpose, elements that comprise a best practice strategy and the logical order of developing one.
- **Extending Your Brand and CX into the Digital Marketplace:** In today's competitive global market, a good customer experience isn't enough. Companies are striving to attract and retain customers who expect and demand a personalised experience that has a "wow factor." Isabella Villani, an industry strategist and author of "Good to Great CX," will discuss best practices to deliver engaging CX. Attend this presentation and learn how to:



# TRANSFORM CUSTOMER EXPERIENCE

- use advances in technology to extend your traditional brand and customer experience to digital
- transform your organisation and differentiate yourself in the market.
- create innovative, creative and seamless customer experiences in every channel.
- **The Future of Customer Experience:** This topic focuses on drivers of customer expectations and the future direction of the CX industry. Learn about CX market trends, hot topics and find out which technologies, data and analytics and operational changes that will make a real difference. This event offers inspiring stories, real-life customer case studies and will take you on a journey into the future.
- **Leveraging Customer Journey Mapping to deliver your CX strategy:** This is an executive briefing session that discusses the application of Customer Journey Mapping (CJM) to transform CX and become a customer centric organisation. Isabella will cover the benefits and success measures and also share an in-depth case studies.
- **Customer Journey Mapping:** This workshop is for business professionals who want to understand how to develop and use one of the most important tools in the customer experience toolbox: the Customer Journey Map. The session covers key concepts including application of CJM, benefits and success measures, framework, key components and tools as well as tips on embedding CJM in your organisation's operating rhythm.
- **Sometimes the best CX is nothing at all.** Every year we're spending more money to interrupt more people more often, with messages they don't care about and don't pay attention to. Often, our customers are interacting with us because our organisations are designed in a way they have to. We've come to believe that the way to succeed is to have an advantage - by being different or better, more visible, or just plain louder. What if instead of finding ways to be one step ahead of your competition you could give people reasons to choose and then stay with you?
- **The art of story telling to align your business:** Using stories is a powerful way to take your people on a journey and align and motivate them. A key component of a successful transformation program is change management and taking your employees on the journey with you. Customer experience stories resonate through the organisation from the frontline teams to the back office and beyond. Enabling employees to deliver great customer experience is a tangible rallying point for employee engagement. Explore how you can leverage your CX strategy to align your business, increase employee engagement and transform your customer experience.
- **Welcome to the age of empathy:** By 2030, over 400 million jobs around the world will be displaced by automation. But instead of a bleak dystopia of robots, this new Age of Automation is a unique opportunity to capitalise on the power of the human touch. So how do you successfully operationalize this across your customer-facing teams?



- **Smart CX design to improve business outcomes:** Technology is a vital component in providing great customer experiences - but it's only part of the puzzle. Join Isabella Villani as she explores how human centred design and journey mapping can help organisations to take a step back and put the decisions you make in context of what you're trying to achieve.
- **Game changing customer experience starts with superior employee experience:** Human interaction matters more than ever before. And your customers want more of it. Therefore, it's crucial for today's technology to support human interaction, be unobtrusive and work seamlessly. Furthermore, there's a mismatch between customer expectations and how employees deliver. How are you empowering your employees to execute your company's customer experience vision?
- **Omnichannel customer experience: From strategy to delivery:** In an environment that is offering so much choice for customers, the customer is in the driver's seat and has expectations on how you deliver a seamless, easy and consistent customer experience across multiple channels and touchpoints.
- **What's your C(X) Factor?:** In the Age of the Customer, companies are awakening to the need to be customer-centric. This is fueling transformation campaigns, technology innovations, culture development, and countless CX and EX improvement initiatives. However, the ultimate goal is the same – create tangible benefits and improve business performance. Join this session to learn how CX leaders are stepping up to become a primary driver of growth for their brands and companies.
- **Be the voice of your Customer:** Leverage customer success metrics including Net Promoter Score and Customer Effort to measure your CX and provide insights to drive improvement, innovation and best practice.

## 3.2 Marketing/Promotion and Sales

My current marketing and PR activities incorporate CX and can be used to assist in promoting events I am engaged to deliver. The key typical marketing engagements include:

- Presentations and seminars (refer to Section 3.3)
- Articles and publications (refer to Section 3.4)
- Online via social media, book and company websites and Exceed's e-newsletter (refer to Section 3.5)
- Strategic alliances (refer to Section 4)



## 3.3 Conferences and Seminars

I have been engaged at the following events to talk about CX, host or chair. Below is a summary of the engagements.



### 3.3.1 Chairwoman/Host

- Marcus Evans' international CX conference: I was chairwoman and hosted speakers from various organisations including Zappos, Air New Zealand, Department of Human Services, Telstra, iinet and nab.
- Auscontact 2015 Annual Conference: I co-hosted the two-day conference held in Sydney. Speakers included Wally Aly from Channel 10's The Project and Anna Bligh, the former premier of Queensland.
- Claridon's 2017 Digital Customer Care, Contact Centre and Experience Forum: I was chairwoman and hosted speakers from various organisations including Westpac, Telstra, Office of Environment and Heritage, Intuit QuickBooks and Ansell. Click [here](#) for more information.
- I chaired a CX panel at the Verint Annual Conference, which was attended by 900 delegates in October 2017. Panel members included representatives from Optus and Westpac and a US thought leader. I was also interviewed at the conference, and a snippet of my interview is available on Exceed Global's [youtube](#) page.
- Aspect Ace Conference: an international conference in May 2017 attended by more than 1000 international delegates held in Orlando, Florida. I was invited to promote my book and share CX stories.
- Exceed Global CX Forums: Every quarter, Exceed Global holds panel discussions with CX professionals. In 2017, guest panelists included C-Level clients from ANZ, Medibank, KPMG, Energy Australia, iselect, ME Bank and nab. Each of the four events were attended by 150 – 200 people. A video of highlights from one of the forums can be found on Exceed's <https://www.youtube.com/watch?v=rOeeaLEbnBs> page.
- Genesys 2018 GSummit: Held in Australia for their Asia Pacific clients, I facilitated three round table executive discussions on CX Strategy and how to align it to ROI. I also moderated a panel focussing on 'Delivering Great CX Today and Into The Future' and we discussed how

the introduction of new technologies including AI and VR will impact organisations and the best practice approaches to leverage them to optimise business operations, as well as integrate them with existing channels and touch points.

- 2019 Annual Collins Bookseller Conference: This Annual conference for Collins Bookseller presented by Isabella delivered an Understanding for who your customers are and engaging your Customers. Learn about customer expectations and the direction for CX and customer growth using the omnichannel approach to customer experience instore experience. the strategic and tactical ways to grow your customer base through the customer experience guiding principles

### 3.3.2 Presentation and Workshops

- Government Customer Service Summit: The Future of CX was presented at where I did a deep dive into CX today, the importance of creating happy customers, customer expectations customer contact channels. EX in the workplace in relation to Customer Experience Ecosystem. I ended the presentation looking at the future of CX and the link to new technologies and how they are impacting CX.
- YMCA 2019 CX Conference: I deliver a four hour workshop on the future of CX across multiple contact channels, technologies to augmented CX and how it can be linked with YMCA's Marketing Strategy, who are its customers, what customers want and what you can offer YMCA customers, walking in your customers shoes and understanding customers' likes and gripes about YMCA.
- Collins Bookseller 2019 Annual Conference: I delivered a view of understanding customers and customer segments, engaging your customers across multiple channels. The future direction for CX and customer growth using the omnichannel approach to customer experience instore experience. I also covered strategic and tactical ways to grow your customer base through the customer experience guiding principles.
- Acquia Engage 2019 Asia Pacific Conference: In my Engage 2019 keynote 'The Future of Customer Experience', I uncovered the drivers of customer expectations and the future direction of the CX industry. Customer expectations are ever-changing, constantly shaped and stretched by the latest developments in mobile devices, social media and the internet. Drawing on my 20 years of CX experience, as well as key themes from my book, Transform Customer Experience, I shared real-life case studies, key market trends and technologies, as well as practical advice on how to apply data, analytics and operational changes to make a real difference.
- Interactive Intelligence's Engage 2014 conference: I presented on the topic 'Remote Working Strategies'.
- Interactive Intelligence's Engage 2015 conference: I ran a workshop on the topic 'Net Promoter Score: Beyond Scoring to Innovation and Best Practice'.
- TAFE NSW Staff Conference: I was the keynote presenter at this conference attended by all TAFE NSW staff (approx. 500 people). The topic of the presentation was 'Transforming the Customer Experience from Good to Great'.



- Interactive Intelligence's Interactions 2016 conference: I presented on the topic 'Technology Optimisation – Revolutionise your CX and Business'.
- LGPro Conference: This conference targeted Australian local councils. I was engaged as panel member and the keynote speaker, addressing the topic 'Honing a customer experience strategy in your organisation'. Event photos and a video snippet of my October 2017 presentation can be seen [here](#).
- itSMF (IT Service Management Forum) 2018 event: I presented '#Love your customer – everything customer service'. This presentation focused on drivers of customer expectations and the future direction of the CX industry. I discussed CX market trends, hot topics and which technologies, data and analytics and operational changes that will make a real difference. This event offered inspiring stories, real-life customer case studies and will took attendees on a journey into the future.
- Verint 2016 APAC Conference: I conducted two presentations during the conference. One topic was 'Customer Experience Strategy' and the other was 'Customer Journey Mapping'.
- ANZ Bank Marketing Strategy Day: I was keynote speaker at ANZ's Strategy Day, which was held in Sydney during September 2017 and involved all the bank's 200 marketing staff.
- Quadient 'The Moment of Truth: Challenging the Status Quo' Roundtable Luncheon: I was invited as a guest speaker at an event in Sydney in September 2017 with 15 senior executives from various organisations, including AMP, the Commonwealth Bank of Australia, Zurich Insurance, QBE Insurance, Insurance Australia Group (IAG), Suncorp, TAL Insurance, BT Financial and CitiGroup. The event was recorded and the event was transcribed into articles and blogs as a condition of the engagement. An example can be seen [here](#).
- Quadient 'The Moment of Truth' 2017 Conference: I was the keynote speaker at the conference attended by 100 delegates in Melbourne. I was engaged for the duration of the conference to attend all events and engage customers in CX thought leadership discussions.



### 3.3.3 Podcasts and Webinars

- Webinar hosted by Acquia: I delivered a webinar 'Extending Your Brand and CX into the Digital Marketplace', hosted by Acquia in September 2018. Attendees learnt how to use advances in technology to extend their traditional brand and customer experience to digital, transform their organisation and differentiate themselves in the market, as well as create innovative, creative and seamless customer experiences on every channel. The recording is still available for viewing in multiple locations, including Exceed Global's [youtube](#) page.
- Cyara 'Good to Great CX' Global Webinar: In March 2018, more than 100 CX enthusiasts from around the world tuned in to gain valuable insights into taking their customer experience from good to great. The recording is available for viewing [here](#).
- Telstra Global Webinar, 'Enhancing your Customer Experience - Technology and Contact Centres': This event was attended by 200 people live and has been used for marketing purpose by Telstra. The recording is still available for viewing in multiple locations, including Exceed Global's [youtube](#) page.

More information on my speaker engagements can be found at both [www.exceedglobal.com](http://www.exceedglobal.com) and [www.isabellavillaniauthor.com](http://www.isabellavillaniauthor.com)

## 3.4 Articles and Publications

I am constantly publishing via multiple channels, including print, social media, electronic communication and the Exceed Global and Isabella Villani Author websites. I write for various publications, as well as featuring in them. These include:

- [Blogs](#)
- [Business First Magazine](#)
- [CEO Magazine](#)
- [CMO Magazine](#)
- [Dynamic Business Women](#)
- [Inside Small Business](#)
- [RFI Group](#)
- [CX Central](#)

Copies of some of these are available on the Exceed Global ([News and Knowledge page](#)) and the Isabella Villani Author ([About page](#)).

## 3.5 Online Presence

### 3.5.1 Websites

Both the Isabella Villani Author ([www.isabellavillaniauthor.com](http://www.isabellavillaniauthor.com)) and Exceed Global's ([www.exceedglobal.com](http://www.exceedglobal.com)) website have recent information relating to best practice, training, coaching, talent and advisory services.

### 3.5.2 Monthly e-newsletter

I write a monthly newsletter that reaches approximately 7000 professionals around the world. Previous editions of the newsletter can be found on Exceed Global's website at [www.exceedglobal.com](http://www.exceedglobal.com).





3.5.3 Social Media

I am active on social media and have a strong following. For example, on LinkedIn, I have over 9000 connections, as well as over 8000 followers. Below are the social media platforms that I leverage for both book and company:

Facebook	<a href="https://www.facebook.com/ExceedGlobalTeam">https://www.facebook.com/ExceedGlobalTeam</a> <a href="https://www.facebook.com/Isabella.Villani.Author/">https://www.facebook.com/Isabella.Villani.Author/</a>
Twitter	<a href="https://twitter.com/Exceed_Global">https://twitter.com/Exceed_Global</a> <a href="https://twitter.com/villanibella">https://twitter.com/villanibella</a>
LinkedIn	<a href="http://www.linkedin.com/in/isabellavillani">www.linkedin.com/in/isabellavillani</a> <a href="https://www.linkedin.com/company/Exceed_Global/">https://www.linkedin.com/company/Exceed_Global/</a> <a href="https://www.linkedin.com/company/isabella-villani-author/">https://www.linkedin.com/company/isabella-villani-author/</a>
Instagram	<a href="https://www.instagram.com/exceed_global/">https://www.instagram.com/exceed_global/</a> <a href="https://www.instagram.com/isabella.villani.author/">https://www.instagram.com/isabella.villani.author/</a>
YouTube	<a href="https://www.youtube.com">https://www.youtube.com</a> and search “Exceed Global”

## 4 Global Strategic Alliances

I am keen to discuss forming additional global strategic alliances with key players in the customer experience management market ecosystem. Opportunities that would present themselves would be:

- Advisory and delivery partnership: Working with partners to provide best practice advice to their customers to enhance their relationship with their customers and increase revenue.
- Special editions: Customising the book *Transform Customer Experience* to include features such as:
  - Front cover with your corporate branding
  - Foreword written by the person of your choice
  - Additional case studies
  - Inclusion of white papers
  - Additional chapters on topics of interest to your readers
  - Product information on how specific companies' technology/product could be implemented to provide great CX.
- Book sales: Selling copies in bulk for distribution to your customers and prospects as part of your marketing and promotions.
- Conferences and events:
  - Speaking in person at conferences, whether keynote speaking, participating in panels or running workshops in breakout sessions.
  - Having a presence at conferences, for example running workshops, book signing or having a stand to sell books (We have had stands at conferences hosted by companies including LGPro, Interactive Intelligence, Aspect and Verint).
- Thought Leadership: Writing white papers and case studies on behalf of my partners.

For more information, refer to my website - [www.isabellavilaniauthor.com](http://www.isabellavilaniauthor.com)



## 5 Contact Me

I would love the opportunity to discuss your requirements in more detail and talk about how we can deliver in partnership. Feel free to reach out to me. My contact details are:

Isabella Villani


Author and Chief Customer Officer

Phone: +61 407 889 987

Email: [contact@isabellavillaniauthor.com](mailto:contact@isabellavillaniauthor.com)


Appendix 1: Good to Great CX Testimonials

AUTHOR REVIEWS




**MICHAEL CLARK**  
Chief Information Officer  
Fair Work Ombudsman

"A well written and easily digestible handbook on how to craft and implement a successful CX strategy peppered with stories, quotes and anecdotes. Isabella's obvious passion and experience shine through. I would strongly recommend this book to anyone with an interest or indeed responsibility for improving experiences for your customers in any business."




**MURRAY PARKER**  
Managing Director  
CoalescentIB

"'Good to Great CX' is a wonderfully insightful and enlightening read on the challenge of providing our customers with a great experience interacting with our organisations. Isabella's substantial experience and expertise are to the fore in this book, presented in a highly informative but easy to digest manner. I highly recommend this as an valuable source of guidance on this highly topical area. It will benefit everyone from new entrants to the industry though to senior, highly experienced executives."




**BRYAN WILLIAMS**  
Chief Knowledge Officer  
Service NSW

"There are times in life when something you've interacted with shapes you going forward. Having just read 'Good to Great CX' by Isabella Villani is one of those interactions that requires an announcement. The book is an easy read. It is a clear, concise and an accurate reflection of how to land a highly successful end state for customer experience. I highly recommend this source. Adopting what Isabella Villani outlines will bring you outstanding results. Get yourself a copy today."




**DAVID ANGUS**  
Senior Manager  
Swinburne University

"Customer experience is one of the key drivers of business success and a dedicated book on CX is long overdue. Isabella summarises her vast experience and insights in a discipline that can make or break a business."




**ANTHONY ABOUD**  
Chief Change Officer

"A great Customer Experience is a crucial element to grow any business. This easy to read book provides readers with a way to identify the fundamentals required to build something great for your customers. Isabella's passion for great Customer Experience outcomes is second to none. The book provides insight into her life dedication to ensure your Customer is always front of mind."




**GRETA VELLA**  
Customer Experience Analyst,  
Telstra

"Isabella leverages her expertise and many anecdotes bringing the art of customer experience to life. The book covers all facets involved in pushing customers towards the heart of operations driving sustainable success. You'll find practical tools, honest learnings and an inspiring approach to leading your business alongside customers. I couldn't recommend Isabella's book enough for anyone who's looking for a no-nonsense guide to lift their customer experience game".



**ISMAEL PIMIENTA**  
Executive Director, Integrated  
Solutions (IT)

"Just read your book and it was amazing. We are starting a customer experience cultural transformation and your book is providing great insight."



**SANJAY PATEL**  
CEO, Datanautix Inc.

"This book is an easy read and filled with practical guidance. A 'must have' for anyone that is interested in pragmatic CX approaches and looking to implement or augment their CX programs."

## Appendix 2: Bio

### Isabella Villani (GAICD – Order of Merit)

#### C-Suite, Customer Experience, Strategy & Transformation

Non-Executive Director	Waterpool Trading	2019 – Present
Advisory Board Member	Save the Children	2017 – Present
Non-Executive Director	Auscontact Association	2014 – 2017
Non-Executive Director – Victoria	CCMA	2013 – 2014
Non-Executive Director	Speech Pathology Australia	1998 – 2000
Managing Director & Chief Customer Officer	Exceed Global	2011 – Present
Senior Manager	National Australia Bank	2010 – 2011
Senior Business Consultant	Dimension Data	2004 – 2009
Talent Consultant / Account Executive	Hudson	2002 – 2004
Business Consultant	Service Stream	2001 – 2002



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#### Professional experience

Isabella is an innovative, commercially astute and well-credentialed Executive. She is an expert in the CX industry and recognised thought leader in strategy, customer experience, employee engagement and organisational transformation. Isabella is an inspiration, in demand international keynote speaker at industry forums and events.

Isabella is a graduate of the Australian Institute of Company Directors (Order of Merit) and is currently a Non-Executive Director for Waterpool Trading, an organisation that provides a market driven water trading platform and Retail Advisory Board Member at Save the Children, an international Children's charity. Prior to these appointments, she served as the Victorian director of the Customer Contact Management Association and non-executive director at Auscontact, Australia's leading forum for professionals and experts in the contact centre industry.

Isabella is Managing Director of Exceed Global ([www.exceedglobal.com](http://www.exceedglobal.com)), an organisation she founded eight years ago after working in both consulting and in-house CX-focussed roles. Agile, multi-disciplinary and client-focused, Exceed Global provides innovative best-practice advisory, research and talent solutions to help businesses solve problems, increase profitability, gain market advantage and achieve operational excellence. Isabella's industry experience is wide ranging including Utilities, Financial Services, Telecommunications, Not-for-Profit and all levels of Government.

In addition to her board appointments and company ownership, she is also a globally recognised published author. Her books 'Good to Great CX' was published in September 2016 by Major Street Publishing and 'Transform Customer Experience' was published in hardcopy, audio book and ebook in February 2019 by Wiley ([www.isabellavillaniauthor.com](http://www.isabellavillaniauthor.com)).

She has a degree from La Trobe University and has also gained Executive Coaching qualifications. Throughout her career Isabella has consistently demonstrated an ability to integrate her experience across customer experience, operations, sales and marketing, technology and cultural change to optimise processes, technology assets, customer potential and human capital. She also excels in sourcing and managing strategic partnerships to achieve growth, streamlining operations and improving organisational customer experience.

Chief Executive Officers and Chairs frequently leverage her expertise in strategy, customer experience, execution of growth and efficiency initiatives, as well as her ability to lead transformation and sustainable change across an entire enterprise, resulting in success for customers, the organisation and its people.

#### Leadership

Visionary, Adaptive, Authentic and Decisive.

- Creates exceptional & high performing teams that deliver
- Unleashes human potential
- Drives accountability and business impact
- Collaborative and influences outcomes.

#### Credentials

Trusted Advisor, Growth and Outcome Focussed

- Board recognition for streamlining operations, customer experience, employee engagement, transformation and exemplary execution.
- Delivers outcomes to strategic intent and purpose, while measuring the lead indicator of growth and profitability
- Identifies and executes on new customer engagement and growth opportunities
- Deep knowledge of compliance and governance processes in highly regulated environments
- Realises an organisation's vision to optimise the full potential of their capabilities, products and services, business systems, customers and most importantly their employees.

Published author with 20 years' experience at the forefront of the Customer Experience field ([www.isabellavillaniauthor.com](http://www.isabellavillaniauthor.com)).

Experience in strategy, CX, transformation, operations and technology.

Recognised for her thought leadership and infectious passion.

Graduate of Australian Institute of Company Directors (GAICD) Order of Merit and experienced board member.