



Steven Van Belleghem

An entrepreneur and thought leader on the transformation of customer relations and the future of customer-centric marketing in a time of AI.

KEY TOPICS

- Customer Experience in Web3 and the Metaverse
- The Offer You Can't Refuse
- Customers the Day After Tomorrow
- When Digital Becomes Human
- Customer Experience in the Age of AI Platforms

BIOGRAPHY

About Steven

Steven Van Belleghem is a highly regarded international keynote speaker, celebrated for his profound insights into **the future of customer-centric business**. A leading thinker in the field, Steven has authored several influential books that challenge conventional ideas and inspire innovation in customer experience. His passion lies in sharing strategies that seamlessly integrate *cutting-edge technology, practical solutions, genuine human connection, and a commitment to long-term success and social responsibility*. In addition to his speaking and writing, Steven is an entrepreneur dedicated to developing **winning formulas** that foster lasting **customer loyalty**. Steven is the author of multiple international bestselling books, including 'The Conversation Manager', 'When Digital Becomes Human', 'Customers the Day after Tomorrow', and most recently, 'The Offer You Can't Refuse'. Steven Van Belleghem wears many hats as an **entrepreneur, educator, and author**. He's the co-founder of *Nexxworks*, an inspiration agency, and *Snackbytes*, a social media agency. His business ventures don't stop there—he's also an investor in the rapidly growing digital agency *Intracto* and the AI scale-up *Hello Customer*. Beyond his entrepreneurial pursuits, Steven serves on the board of directors for *Plan International*, showcasing his commitment to making a difference. On the academic front, Steven shares his expertise as a **part-time marketing professor** at *Vlerick Business School* and as a guest lecturer at *London Business School*. As an author, he's penned **four international bestsellers**, with over **130,000 copies sold** across seven languages. His work has earned him numerous awards, including recognition for the most innovative marketing book and the best international business book.

Keynote Topics

Customer Experience in Web3 and the Metaverse

It's not just about technology—it's about delivering real value to your customers and redefining the **future of customer experience** in the digital age. **Web3** and **the metaverse** are creating quite a buzz right now. In his latest keynote, Steven dives into how these new technologies can genuinely benefit your customers. Let's face it, concepts like *blockchain*, *crypto*, and *virtual worlds* can feel a bit overwhelming or vague to many people. Steven has a knack for breaking down these complex ideas into *simple, practical insights* that anyone can grasp, emphasising the transformation of **customer experience** and relationships in this evolving landscape. If you want to help your team or your customers get a clear understanding of Web3 and the Metaverse, this keynote is a fantastic choice.

The Offer You Can't Refuse

The **future of customer experience** is all about blending cutting-edge technology, a genuinely empathic human touch, and a strong sense of social responsibility. Over the past ten years, game-changing innovations like *4G*, *social media*, and *mobile services* have redefined what customers expect. Today, people want things to be simple, fast, and seamless, with friendly, understanding staff, services available across channels, and prices that feel fair. But the bar is about to be raised even higher. Looking ahead, advancements like **5G**, **quantum computing**, **robotics**, and **AI** will shape what customers expect—but it won't stop at technology. Invisible, automated interfaces will soon be standard, making interactions smoother than ever. Still, convenience alone won't make a company stand out any more. To **win the hearts** and business of customers, businesses need to go further. They'll need to actively support customers in achieving their goals and tackling the obstacles they face in daily life. Imagine being the brand that helps people chase their dreams while making their routines easier. And it doesn't end there. Companies have a **responsibility to win the hearts** of their customers by addressing massive global challenges—like *climate change*, *healthcare systems*, *public finances*, and *transportation*. By involving customers in these solutions, businesses can create a **deeper connection and real impact**. The winning formula for the next decade combines *smart automation*, being a trusted partner in customers' lives, and taking social responsibility seriously. When all of these elements come together, you're not just spreading ideas about the future—you're offering something customers simply can't resist.

Customers the Day After Tomorrow

Winning Customers in a World of AI, Bots, and Automation We're stepping into the next big wave of digital transformation—phase three. This is the era of automation, bots, and artificial intelligence, and the perks for customers are absolutely game-changing. Imagine a customer **experience** that's *faster than instant*, offers tailored experiences like never before, and is backed by the smoothest, most intuitive interfaces imaginable. In his latest book and keynote, Steven shares his visionary approach to customer engagement and how businesses can unlock these incredible benefits for their customers in this exciting digital phase. **Steven believes** that success in this space requires focusing on three key areas of investment that can help companies create truly exceptional outcomes. Drawing from his **core expertise in the future** of customer engagement and as the author of international bestsellers about **customer experience**, he offers unique insights to inspire action. This keynote takes you on an eye-opening journey, exploring how *emerging technologies* can capture not only your customers' business but their loyalty and trust as well. You'll learn how to use data to improve every interaction, discover cutting-edge customer interfaces, and find strategies to stand out in an increasingly commoditised

digital space. Plus, Steven explains how enhancing your employees' intelligence with these tools can amplify success. It's an inspiring look at what's possible when you embrace the future and put your customers at the centre of it all.

When Digital Becomes Human

The way businesses connect with customers needs a *massive overhaul*—and fast. Today's customers navigate a world of self-service, big data, automation, and a seamless blend of online and offline interactions. If your business isn't keeping up with this digital shift, its future could be at risk. While digital transformation is critical, it's not the whole story. The real challenge lies in driving human transformation in your customer relations and reshaping relationships on a human level. As technology evolves, companies need to align their customer strategy with these shifts, finding the right balance between human interaction and machine efficiency in terms of **customer experience**. Steven has **authored multiple influential works** addressing these challenges, offering insights into how businesses can redefine their approach to customer engagement. How do you define the role of the human touch in an increasingly automated world? And how can you harness the incredible power of technology to foster genuine connections between people? These are the pressing questions businesses must answer to stay ahead. This transformation in your **customer relations** isn't just a necessity—it's an opportunity to reimagine how you engage with your customers in meaningful and impactful ways. Steven guides you through his famous story, 'When digital becomes human. This journey into the future challenges the status quo, sparking ideas that are bold, thrilling, and maybe a little daunting too. It's a *thought-provoking ride* that will leave you inspired and ready to embrace what's next. Buckle up and enjoy the experience!

Customer Experience in the Age of AI Platforms

How Will an 'Always-On' Personal Assistant Change Your Life? We're standing at the start of a new S-curve, one that's poised to completely redefine how we live and work. Technologies like **artificial intelligence** are just beginning to show their potential, leaving businesses to wonder: what will the second half of this curve bring? In this presentation, Steven—one of the **leading thinkers in the field**—takes you through intriguing possibilities that could reshape branding, go-to-market strategies, and innovation. Imagine a world where an 'always-on' personal assistant seamlessly handles your tasks—how would that transform your daily routine? And as customer behaviours evolve, what ripple effects could disrupt your business? Steven's insights, inspired by his experience with **customer experience-related companies**, prepare you to journey into the Day After Tomorrow and discover how cutting-edge technologies are set to redefine everything we know. Looking for more insights? Check out our speakers covering the metaverse! - [Peter Hinssen](#) & [Kelly Vero](#).

WHAT PEOPLE SAY

""Steven is a regular keynote speaker at our events & every time his performance is an absolute highlight. He has a very unique & authentic style: leveraging a combination of academic depth and well-reasoned cases, he spices up his presentations with a great sense of humour.""

— Anthony Belpaire, Google

""Steven's presentation had our dealers spellbound. He gave our organisation a digital wake-up call with great humor and now a new world with exciting perspectives is waiting to be discovered.""

— Steve Vanslype, Manager Marketing & Communication Vans, Mercedes-Benz

""Steven is a frequent speaker at Rabobank. We really like the energy and humour he brings to the presentation of meaningful content. His view on customer centricity in a digital world is truly innovative and his presentations pack one hell of a punch.""

— Wiebe Draijer, CEO Rabobank