



Hi, I'm  
Ilenia  
Vidili..

**..a customer centricity advisor, author and keynote speaker.**

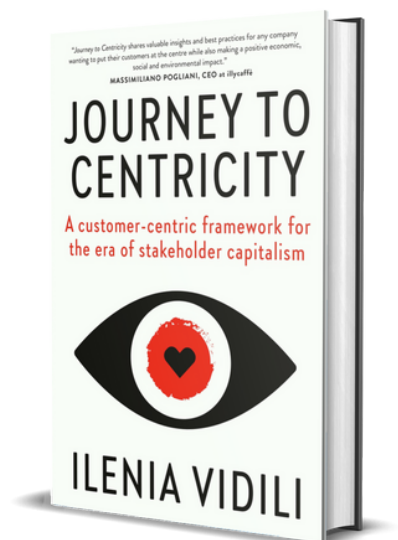
My mission is to help businesses to achieve a competitive advantage by becoming more customer-centric – helping them to think differently, streamline processes, turn product mentalities into people mentalities, and create more value for their customers.

Through keynote speeches and workshops I have inspired leaders and C-level executives of the likes of Coca-Cola, L'Oréal, KLM, and Harrods. I have also lectured at Anglia Ruskin University, Cambridge and other universities around the world.

I am the author of **Journey to Centricity: a customer-centric framework for the era of stakeholder capitalism**, a definitive roadmap for leaders to transform into truly customer-centric companies.

## Speaking style

Audiences describe my presentations as very engaging and inspiring. In particular, they enjoy how I use storytelling and analogies to breathe life into business concepts. I also involve participants – encouraging dialogue and discussion, and providing practical techniques they could apply to their work immediately.



# KEYNOTE TOPICS

2024

watch reel



enel x



N26

L'ORÉAL



Coca-Cola

cardlink  
aWorldlinebrand



## Trust: The Currency of Customer Relationships

In an era where consumers are increasingly skeptical and discerning, trust serves as the cornerstone of successful customer relationships and sustainable business growth. Through a combination of practical insights and real-world case studies, attendees will gain a comprehensive understanding of the factors influencing trust and learn actionable strategies for earning, preserving, and restoring customer trust.



## Customer-Centricity: A Journey of Transformation with Customers at the Centre

In this keynote speech, we delve into how to create a customer-centric culture that fosters customer loyalty, brand advocacy, and sustainable business growth. This talk explores strategies, principles, and real-world examples to inspire any company to put their customers first by integrating customer-centricity into daily operations and decision-making.



## Crafting Tomorrow's Customer Experience with the Perfect Balance of Humanity and AI

In this talk we'll explore the crucial ways of achieving equilibrium between the human and technological elements to craft a customer-centric strategy that stands out in the digital era. Discover how leveraging the power of AI can enhance efficiency, personalize interactions, and streamline processes, without sacrificing the human element in fostering authentic customer connections.



## Tailored Keynote

This keynote can be customised based on your target audience, the message and objective of the talk.

Languages



# TESTIMONIALS

"I hired Ilenia as a speaker on Customer Centricity for our annual conference with top Sales Agents. She was inspiring, clear and gave us a lot of tips easy to understand."

**Stefano Fava - Head of Learning & Development at Alleanza Assicurazioni**

"Thanks to Ilenia's online presentation we got inspired on customer centricity and the important pillars of humanity, technology and culture."

**Elke Van den Hout - Culture Change Manager at KLM Royal Dutch Airlines**

"I have hired Ilenia as a speaker for the first Italian CX Day in Milan. Her speech was very inspiring and interesting. She's a very brilliant and excellent orator and she knows how to capture the audience's attention. Thank you Ilenia!"

**Sabrina Cristina Cantono - Head of Conference at Soiel International**

"Ilenia is incredibly engaging, inspiring and motivating. Her passion for customer-centricity shines through. Her workshop was full of best practices and insights. We walked away with so much from it!"

**Steve Spiro - CEO at Halotherapy Solutions**

"Participé en la inspiradora charla de Ilenia Vidili. Una de las mejores en que he participado últimamente, tanto por su capacidad para motivar como por lo directa y persuasiva que fue su presentación."

**Francisco Petour - Secretario Ejecutivo CIO Summit 2022 Chile**

"Ilenia is very inspiring and motivating. Her guest lecture about customer-centricity was practical and engaging. Thanks to Ilenia, my students got a useful and insightful example of how they can use consumer understanding in practice."

**Minna Lammi, Associate Professor in Sustainable Enterprise, Anglia Ruskin University Cambridge**

"One of the highest-scoring talk at the event, I will definitely be having Ilenia again."

**Jack Richards - Conference Manager at Richmond Events**

