



Steven's biography

Steven van Belleghem

Best-selling [author](#), entrepreneur, digital customer focus expert and speaker

Steven van Belleghem is the author of three best-selling books, an entrepreneur, a digital customer focus expert and speaker.

Steven van Belleghem's background

Steven became known for his first book "*The Conversation Manager*" which won an innovative marketing award in 2010. He is also a partner in [consultancy](#) firm Nexxworks, co-founder of Zembro and the co-founder of Snackbytes.

Steven is a thought leader on the transformation of customer relationships and the future of marketing. He is an expert in inspiring companies to become true customer-centric organizations in this high speed digital world.

Steven recently wrote a book '*When Digital becomes HUMAN*' and he can bring us the topic on how our business/ industry will evolve in the future, the '**Client relationship of the future**' – '**The Human Touch – How people love people and not algorithms**'. This actually means that companies who know how to make a difference with a more 'human touch', will gain the hearts of their clients.

Digital transformation alone is not enough, organisations need to be looking at human transformation as they develop their customer and employee engagement strategy.

In a world of self-service, customer automation and the integration of online and offline [customer service](#), ensuring that you get the balance right in your digital and a human customer service is the key to survival.

Our recent survey* to 24,000 consumers across 12 countries, reveals that:

- If the task is simple, 64% of consumers will choose digital channels
- 79% of consumers want the human touch to remain a part of customer service
- 74% don't like dealing with a company that doesn't have a phone number on its website

He is a partner in consultancy firm Nexxworks, co-founder of Zembro (a wearable start-up) and the co-founder of Snackbytes a content creation company. He spent the first twelve years of his career as a consultant and managing partner of InSites Consulting, an innovative market research company.

Steven is also a part-time marketing professor at Vlerick Business School.

As a speaker he is enthusiastic and inspiring and in his presentations takes his audience on a journey to the modern world of customer relationships.

Steven's talks

- **When Digital becomes Human**
About the transformation of customer relationships.
- **Customers the Day after Tomorrow**
Winning customers in a world of [AI](#), bots and automation.

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