



JOHN TSCHOHL STARRING AT RUSSIA'S CELEBRATION OF INTERNATIONAL CUSTOMER EXPERIENCE DAY



October 3, 2023. [CX Global Day](#) celebration in Russia

CX Global Day 2023 became a real celebration in Russia. It has gathered together more than 750 participants from customer experience professionals all across Russia and Russian-speaking countries, with more than 220 people watching the event online.

Integria Consult, the representative of CXPA, global Customer Experience Professionals Association, has organized the full day of learning and sharing with speakers from various industries talking about the hottest topics in the area of CX: cooperation with the sales teams, ROI of CX activities and the role of CX in the overall structure of the company.

The event had a very special star guest – John Tschohl, one of the world's leading leaders in the field of service, the director of Service Quality Institute, have joined the event from United States. John has inspired and motivated the audience, sharing his vast experience of building the culture of service in organizations across the globe.

John has also shared his views which countries can be considered the most customer-centric in the world and what are the basic principles of a customer-centered company. He also gave the audience the examples of successful companies, supporting the story with cases from his own practice.

VALUABLE ADVICE FROM JOHN TSCHOHL:

"Take customer experience to the next level of the company to the level of mission! After all, that is what will lead to significant business growth"

In conclusion, John Tschohl gave everyone an advice that would fit not only CX professionals: "Keep working constantly to develop your mindset! Read one useful book a month for the rest of your life. This will help you a lot in your professional life."



There were so many questions throughout the meeting that John didn't have time to answer all of them. However, John was happy to share his contacts and offered to reach out to him for more information and support.

Watch the full recording of John Tschohl's keynote:



Simultaneous translation (Russian)



The original soundtrack (English)