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Keynotes

THE X Factor of Customer Centricity

This keynote speech takes the audience on a journey of human change, the effect on organizations and how customer centricity and focusing on Customer Experience (CX) is essential to acquire and retain customers. But the X factor is not only about the customer. An equal focus on Employee Experience (EX) will distinguish great companies from average ones. CX and EX are to go hand in glove for organizations to be successful and this requires a drastic cultural change. One in which processes and procedures need to be rethought from scratch, and where leadership and organizational structure need a thorough make-over.

The Power of AI

In this keynote, Nancy highlights how big data and new technologies have brought us on the cusp of a new Augmented Age that will change not only businesses, but the entire fabric of society as well. She provides an easy to understand overview of what AI is and how it works, based on scientific research, and animated with lively and impressive examples. But most importantly, Nancy will convey what AI can do and how it can contribute to augmenting your business, from gaining exponential improvements in efficiency to acquiring deeper customer knowledge.

Leadership & Digital Transformation in The Beyond

Exponentially evolving technology is transforming the outside world like never before. The world of business, too, is changing at the same speed of light and leaders are having a hard time catching up and moving ahead to thrive in The Beyond.

KEYNOTES FOR HEALTHCARE:

Healthcare in The Beyond – Patient Centricity is THE Leading Game

Nothing is more important to us than our health, and it will be the healthcare sector that is going to be redefined completely by technology. The whole of humanity will be affected. Healthcare will be driven much more by consumers than physicians as the patient is taking control of his own health and his own treatment. In this hyperconnected world, any healthcare company needs to become agile and adopt a fluid strategy.

This keynote is not only interesting for people from the healthcare sector, but is a perfect example of the positive impact of technology, big data, Artificial Intelligence and robotization.

BIG Tech disrupting Healthcare

Healthcare as an industry is facing systematic changes driven by trends such as shifting demographics, exponential growth of healthcare data, and an increasing administrative burden. The Covid-19 pandemic has accelerated the need for an answer to these challenges.

The big tech companies like FAMGA (Facebook, Amazon, Microsoft, Google, & Apple) in the West and BAT (Baidu, Alibaba & Tencent) in the East are continuously looking for ways to leverage their customer base and technology to improve the overall healthcare experience. Both from a consumer AND enterprise perspective are they set up to capture a piece of the multi-trillion global healthcare market.

It is high time for any healthcare company to reconsider its position now and in the future.