



# Claire Boscq

**Keynote Speaker | CX Activator**

*Increase profitability by elevating CX*

- Energise People
- Harmonise Places
- Nurture Trust, Engagement, Care Culture



**CLAIRE BOSCOQ**

# Global Keynote Speaker



## **BizShui™: Elevating CX by Energising People and Places**

What if real business transformation doesn't start with systems or spreadsheets... but with ENERGY?

Energy in your people, your places, and your purpose.

In this inspiring keynote, Claire Boscq introduces BizShui™ — a unique blend of ancient Feng Shui and modern business practices. By aligning people, environments, and culture, Claire reveals how to boost well-being, unlock performance, and deliver exceptional customer eXperiences. Because CX isn't just something you design — it's something you feel.

## **Can You Afford to Be Clueless About Your Customer Service?**

82% of customers won't come back after a bad experience. That's a costly mistake! In this high-energy keynote, Claire Boscq — the Mystery Shopping Queen — reveals how to uncover what's really happening when you're not watching. Discover how mystery shopping can boost loyalty, align your team with your brand promise, and drive performance. With real-life stories and practical insights, Claire will inspire you to take action and transform your customer eXperience from the inside out.

## **Happy Employees Drive Customer Advocacy**

Engaged teams are 21% more profitable — it's that simple. When employees feel valued and supported, they don't just serve customers — they genuinely care. In this vibrant keynote, Claire Boscq shares practical steps to help you build a culture of Trust, Engagement and Care. Discover how to boost productivity, elevate your Customer eXperience, and create lasting impact by focusing on your most important asset — your people.

Because when people feel good in themselves and their environment, they don't just show up — they shine.





# About Claire Boscq



No.1 Woman CX Global Guru | Keynote Speaker | BizShui™ Creator  
Elevate CX, Energise People & Places

Claire Boscq is the No.1 Woman on the Customer eXperience Global Gurus list, an international keynote speaker, and Founder of the Jersey Customer eXperience Alliance. With over three decades of expertise in Customer eXperience — from mystery shopping to training, strategic consulting, and keynote speaking.

As the creator of the BizShui™ Method, Claire blends the ancient wisdom of Feng Shui with modern business needs to help organisations elevate their Customer eXperience by energising their people and harmonising their places—so leaders and teams feel happy, valued, and proud of the difference they make.

Claire is the author of four books, including two best-sellers, and has delivered keynotes in over 30 countries, in both English and French. She is a passionate advocate for nurturing cultures built on Trust, Engagement, and Care, and brings high energy and heart to every stage she steps on.

Claire—elevating CX, one SMILE at a time.



# Profile **Experience**



- No.1 Woman Global Customer Experience Gurus, for eight consecutive years
- Three decades of CX & EX expertise
- Keynote Speaker, spoke in over 30 countries
- Author of four books
- Two Amazon Best Seller Author
- Creator of the BizShui™ Method
- Awarded Institute of Director Small Business Award
- Judge on Customer Centricity European and Global Awards
- French and English speaker
- Conducted over 20,000 mystery shopping visits
- Trained over 10,000 employees across multiple industries worldwide
- Featured in media around the world
- Member at the Virtual Speaker Association International
- Qualified with the Professional Certificate in Marketing Level 4, The Chartered Institute of Marketing
- Certified NLP & Feng Shui Practitioner



# WHY Claire



Claire has three decades of expertise in the Customer eXperience industry; from mystery shopping, to training, strategic consulting to keynote speaking, Claire has inspired thousands of people around the world, her assets are:

**1. HIGH-ENERGY** - Claire's energy is contagious and her presentations bring a good yin & yang balance, as she gets the audience buzzing and engaged with her innovative content.

**2. INSPIRING** - Claire's passion and entrepreneurial spirit brings a new more holistic approach to EX & CX. With lots of interaction and current insight, she provides practical tools that inspire the audience to take action.

**3. DILIGENT** - Claire has a total respect for other people's time and hard work when it comes to running events so you can count on her to be giving you all her attention throughout the process, to be flexible and professional at all times.

**4. CUSTOMER-CENTRIC** - Because all clients' needs are different and customers are at the centre of everything Claire does, every presentation will be customised to reflect the need and want of each event.

**5. GLOBAL** - Not only Claire has spoken in over 30 countries, but she has also worked with multinational organisations and has a clear understanding of cultural differences which enable her to adapt to meet clients' expectations







# RATE CARD

Virtual \$4,988

In-Person \$9,988

**Includes all travel, transport, and accommodation,** pre-event promo, social media updates, complimentary E-Book to all attendees.







**It was simply fantastic –  
refreshingly different, full of  
palpable energy, and the  
perfect grand finale.**  
**Sue Ajdini**

And finally, just when you thought  
things couldn't possibly get better,  
we had the remarkable, Claire, giving  
us tips on how to transform our  
working environment into a happy  
place! I have committed to spend 9  
minutes a day decluttering! (My wife  
says "Thanks!").  
**Michael Brandt**

Claire Boscq, your energy truly  
electrified the room – absolutely  
brilliant! And I loved your yellow  
shoes! I really hope to see you  
again at another event soon. The  
energy, the people, the stories –  
and your passion for CX made it  
all the more special. **Tina Viatte**

Claire was simply electric!  
You lit up the stage truly!  
Your energy is infectious, and  
your message hit home. So  
glad we crossed paths in  
Zurich!  
**Dominik Olejko**

Thank you for your energizing speech at both of our events  
in the Dubai Government Human Resources Forum and  
HRSE KSA . Your insights on cultivating energy, happiness,  
and well-being in the workplace were remarkable. I  
witnessed the impact of your presentation and the  
inspiration it brought. Your speech will have a lasting  
impact on all attendees.

**Abdulaziz Harib Alfalahi**





+44 7797 828950



hello@claireboscq.com



www.claireboscq.com



@claireboscq

**Elevating CX,  
one SMILE at a time...**