



KEYNOTE SPEAKER

INFO PACK



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



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BIOGRAPHY

SHORT (150 words)

Claire Boscq is the No.1 Woman on the Customer eXperience Global Gurus list, an international keynote speaker, and creator of the Heart-Led Business Growth Blueprint™. With more than 30 years of expertise in Customer eXperience, mystery shopping, and employee engagement, she is recognised worldwide as a leading authority in the CX industry.

Through her Heart-Led Business Growth Blueprint™, Claire empowers organisations to align culture, energise people and places, and elevate customer advocacy and profitability. Blending ancient Feng Shui principles with today's business demands, her framework embodies her philosophy: lead with the heart, manage with the head.

Author of four books, including two best-sellers, Claire has delivered transformative keynotes in over 30 countries, in both English and French. A passionate advocate for soulful yet strategic leadership, she brings infectious energy and authenticity to every stage.

Transforming businesses, one heartbeat at a time.



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BIOGRAPHY

FULL LENGTH

Claire Boscq is on a mission to transform the way we do business, by bringing more soulfulness into businesses.

Named the No. 1 Woman on the Global Customer eXperience Gurus list, Claire brings over 30 years of expertise in customer service, mystery shopping, and employee engagement. Her approach blends soulful leadership with strategic action, offering a fresh, transformative perspective on how businesses can thrive from the inside out.

Claire's latest evolution is the Heart-Led Business Growth Blueprint™ a five-step framework designed to guide leaders through grounding their culture, aligning their people, harmonising their space, expanding their impact, and radiating sustainable growth. This blueprint is now the cornerstone of her speaking, coaching, and consultancy work, helping purpose-led organisations transform not only their results but their entire business ecosystem.

A dynamic keynote speaker, Claire has delivered high-energy presentations in over 30 countries, in both English and French. From conference stages in Las Vegas to workshops in Jakarta, her authentic style and sparkling energy leave audiences not just inspired, but changed.

Born in France, Claire spent 25 years in Jersey, Channel Islands, and later expanded her reach from Dubai embracing its vibrant energy and international stages. Now back in Jersey, she has founded the Jersey Customer eXperience Alliance (JCX)—a movement uniting local businesses through shared CX standards, training, and values, creating a positive ripple effect across the island community.

Claire's background in hospitality includes working at Disney World Florida's Epcot Centre, managing and opening 4-star hotels, and launching her own CX business in 2009. Her hands-on experience gives her a grounded understanding of what truly works across industries including hospitality, retail, government, telecoms, finance, and professional services.

She is the international best-selling author of four books, including:

- Thrive with the Hive (2016)
- Thriving by Caring (2018)
- The Secret Diary of a Mystery Shopper (No. 1 Customer Service bestseller)
- BizShui: 9 Keys to Feng Shui Your Business for Success (2022)

Claire is a certified Feng Shui practitioner, NLP practitioner, and passionate advocate for emotional intelligence, resilience, and mindfulness in the workplace.

Her big vision is to inspire a global shift—where businesses genuinely care for their people, their customers, and their environments... So we can all work and live in more harmonious, joyful, and purpose-led ways.



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SIGNATURE TALK

AND OUTCOMES

- Align culture through values, clarity, and congruence.
- Energise people and places by rooting teams in purpose and harmonious environments.
- Increase customer advocacy and profitability by creating inspired, lasting connections.

Heart first, head next, growing businesses with purpose

Business success today isn't about pushing harder, it's about leading differently with heart and with purpose.

In this keynote, Claire Boscq unveils The Heart-Led Business Growth Blueprint™, her powerful framework that helps organisations align culture, energise people and places, and increase customer advocacy and profitability.

Blending soulful essence with strategic action, Claire shows how leading with the heart, presence, and energy, and managing with the head through structure and strategy execution, creates a powerful path where purpose drives productivity and harmony drives results.

With a sprinkle of ancient wisdom and plenty of soulfulness, Claire presents in her unique, enlightened, and engaging way how to embrace this heart-first, head-next approach, transforming people, cultures, and organisations from the inside out, one heartbeat at a time.

You were stupendous, keep spreading your passion & energy!

So much energy, I have loved every minutes of it!

Wow, Wow, Wow!



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KEYNOTE TOPICS

AND OUTCOMES

Nurturing a T.E.C culture to attract and retain talents

To attract and retain talent, companies must provide more than just great benefits, they need to genuinely show they care by nurturing a culture of Trust, Engagement and Care. A trusted internal environment impacts employee engagement and happiness at work, which in turn affects absenteeism, productivity and loyalty.

Research from Growth Everywhere shows that companies with strong cultures outperform their competition by 20%, earn up to 1.7% more than their peer firms and perform 2.1% better than industry benchmarks.

Differentiate yourself from the competition as Claire share with you the core principles to apply to creating an internal environment where you nurture a culture of trust, engagement, and care to optimize employees productivity and increase prosperity

Happy Employees drive Happy Customers

Engaged, inspired, cared for employees feel good and they don't just serve customers but they truly care about doing what is right for them and THAT IS what will increase customer loyalty, ultimately your bottom line. According to a Gallup poll, a staggering 63% of employees said they are not engaged at work, compared to only 13% which are. And 24% are 'actively disengaged', indicating they are unhappy and unproductive at work and liable to spread negativity to coworkers. Do you want to know the secret of success? putting your people first... Discover practical ways to get your employees buzzed up, enhancing their working environment, showing them that you care will increase their performances ultimately your customer loyalty. Happy Employees, happy customers, happy bottom line...

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.

Do or Die

Life is a journey full of ups and downs, and overcoming adversity isn't always an easy task!

Anyone facing difficult trauma, stress or anxiety may not be able to see there is a light at the end of the tunnel. In this keynote, Claire tells her personal story, giving the audience hope and inspiration to persevere and take action to change despite fear and doubt.

She shares how all women can be remarkable using their unique strengths and abilities to make a positive impact on society. By pursuing their passions, leading by example, mentoring and supporting others, they can be healthy, vibrant, happy and ready to live life on purpose.

Turning their inner chaos or doubt into pathways towards well-being, happiness and prosperity.



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LEADERSHIP

WORKSHOP

Lead with the Yin Manage with the Yang Workshop

This workshop will be teaching you the core principles to apply for being a human leader to nurture a BizShui T-E-C Culture by mastering a more empathetic leadership style.

Keynote Presentation
1/2 day,
full day
or two days sessions

Learning Outcomes:

- Identify your own feminine and masculine qualities
- Balance the yin and the yang to be a more empathetic leader
- Nurture a culture of TEC (trust-engagement-care)
- Measure, recognize and reward customer-focused performance excellence

Did you know that one in four people quit their jobs after the pandemic, or that 57% of employees who walk out the door, do so specifically because they can't stand their boss?

With the greater challenges in attract and retaining talents, businesses are to invest in innovation and remain relevant in a networked economy. This means stepping away from old school leadership models and embracing diversity of thought in a more holistic company culture with balanced and inspiring leaders.

For over 2,000 years successful and inspiring leaders have learned and applied the concept of Yin & Yang to grow their businesses, increase team loyalty and achieve balance in their work. You lead with the Yin by nurturing a culture of Trust, Engagement, and Care by creating powerful supportive environments within your organisation. You manage with the Yang by delivering on big audacious goals and the delivery of your Employees and Customers promise.

By bringing together these opposite but interconnected forces it gives your business a competitive edge.



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EMCEE/ FACILITATOR

Electrifying, is the best way to describe Claire.

Highly experienced EMcee (MC or Master of Ceremonies), facilitator or moderator, Claire has a gift to arouse crowds, lift people up and work a room's energy naturally!

Totally bi-lingual, she is able to boost excitement and energy with charisma and professionalism.

Claire has a unique and dynamic approach to conferences that transforms the energy in the room, unlocking stale and stagnant energy, leaving attendees feeling invigorated and inspired and ready to take action.

She will fire you up, she is a real ball of energy on stage!



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VIDEOS

Showreel

https://youtu.be/wJ-idr1T_Tc

YouTube Speaker Play list

<https://www.youtube.com/playlist?list=PLJWVz3vDcyKOISJeIHZKs5rvpPw70u55S>

15 mins Showcase

<https://youtu.be/LECsDrdKROs>

Direct Download Showreel

<https://drive.google.com/file/d/1UbZs1zMWupofYax3pUt9uB29vdCAT4qn/view?usp=sharing>



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PHOTOGRAPHY

Claire Boscq, Head Shot High Res (2617x1950)- 1MB



Claire Boscq, Photo One Low Res (1000x1408)- 70KB

Claire Boscq, Photo One HIGH Res (4629x6517)- 6MB



Claire Boscq, Photo Two Low Res (1000x667)- 640KB

Claire Boscq, Photo Two HIGH Res (5472x3648)- 3MB



Claire Boscq, Photo Three Low Res (1000x667)- 70KB

Claire Boscq, Photo Three HIGH Res (8192x5464)- 7MB



Claire Boscq, Photo Four Low Res (1000x1499)- 111KB

Claire Boscq, Photo Four HIGH Res (8192x5464)- 11MB



Claire Boscq, Photo Five Low Res (1000x1499)- 150KB

Claire Boscq, Photo Five HIGH Res (8192x5464)- 11MB



Claire Boscq, Photo Six Low Res (1000x665)- 84KB

Claire Boscq, Photo Six HIGH Res (8192x5464)- 11MB



SOCIAL MEDIA

HANDLERS

- <https://www.linkedin.com/in/claireboscq/>
- <https://www.youtube.com/c/ClaireBoscq>
- <https://twitter.com/ClaireBoscq>
- <https://www.facebook.com/claireboscqkeynotespeaker>
- <https://www.instagram.com/claireboscq/>



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AUDIO&VIDEO

REQUIREMENTS

Computer, Projector and Screen:

Claire uses a Samsung Laptop, however Claire is very happy to share her presentation with the AV team, and will require a 20mins AV-Test Check prior the night before or morning prior the start of the event.

Claire's presentation will be created in Powerpoint in 16:9 display ratio, please provide a wireless remote clicker for changing slides.

Claire's first part of her presentation will start with a high-energy music and will walk down from the back of the room onto the front stage. Her favorite soundtrack is 'I feel good' James Brown, but she will confirm in advance depending of which keynote she is presenting.

Microphone and Audio:

Claire requires a wireless lavalier or headset microphone connected to a high-quality sound system. Speakers/audio should be very high-quality and sufficient for the entire audience to hear sound/video clips. Please make sure the sound system is functioning and tested during AV-Test Check. Please make sure that the AV department has a back-up wireless handheld microphone available at all times.

Claire must have the ability to do an audio/visual test no fewer than 30 minutes before taking the stage.

No Podium:

Claire prefers no podium to be on stage. If one must be present, she prefers it to be pushed back to either side of the stage.

Beverage:

On stage, Claire won't need any drinks, however if she would prefer some sparkling water to be available before entering the stage.

Confidence Monitor:

Claire prefers a confidence monitor and no internet access will be required.



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TESTIMONIALS

ORGANISORS & AUDIENCES

"With a mix of theory and practical tips, Claire is able to captivate audiences to think about the customer first. Her passion for creating a service culture and then ensuring that this culture reaches the front lines inspires business owners to put customer service at the heart of their companies"

Chris Lim, Overall Co-Chair,
Franchise Asia Association, Director
Francorp, PH

We recently had the pleasure of Claire leading a session for our managers on how to network effectively. Claire's delivery of this key business skill to be wholly interactive and engaging and she had us all buzzing in no time. The team left the session feeling inspired and, as a business, we know that some of the team had developed new techniques whilst others have honed their expertise in this area." Steve Gladdish,
HSBC Bank International Limited

Claire is a true professional. Her enthusiasm shines through on the stage and her passion for what she does is unparalleled.

Keeping a virtual audience entertained and engaged is no easy feat but Claire managed it with ease. She is also incredibly easy to work with and an excellent communicator. I would highly recommend Claire to speak at any event.

Richard Kenny
COO at ARCET Global

'Claire was at her best in our recently held @The Customer FEST Show 2021. Her amazing style of presentation coupled with her hi energy certainly lifted a quiet morning on day 2 of our show. Truly an amazing presenter with loads of quality content'

Harish Bhatia
Founder Director & CEO,
Kamikaze B2B Media, India

You were stupendous, keep spreading your passion & energy!

So much energy, I have loved every minutes of it!

Claire was inspiring and truly brilliant!

Wow, Wow, Wow!

Just awesome!



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TESTIMONIALS

ORGANISORS & CLIENTS

Claire & I have collaborated on some live virtual programs recently. I love her energy and professionalism. She always makes sure that she's delivering value by making her content customized, clear and relevant to her audience. Her passion and purpose is definitely apparent. I will highly recommend her & her work. It will be a great pleasure and synergy to work with you again soon!

Marylen (Ramos) Velasco, Customized Training Solutions Pte., Singapore



Claire has a powerful message and a unique point of view. They have fresh ways to bring ageless truths to new circumstances and new market conditions, great orator, superb business coach, thank you Claire for coming onto the Entrepreneurs Connect platform on Saturday. Your knowledge and brilliance are commendable

Chief Operating Officer at BRAINCITI - DUBAI MEDIA CITY



It was a big pleasure to welcome Claire to the convention of the ACP (french association of public speakers). She's an amazing speaker with a very high energy level. She delivers accurate information for a better well-being in de companies. She is really worthy and warmly recommended as motivational speaker. Great pleasure to have worked with Claire.

Sabine Vandebroek, Event Director Belgium



Finding a speaker for an event is one thing, but finding the right speaker that transcends different cultures, has a practical approach to her subject, keeps the audience glued to their screens because of her energy, fun-to-watch delivery (yes, she puts up a show!) and captivating presentation style is another! Claire Boscq-Scott was one of our speakers at the CX West Africa Summit 2021 and she was amazing in ticking all the boxes! She simplifies everything and was able to communicate the value of mystery shopping and how it helps businesses increase profitability.

Claire is not just an expert in her field and 'the busy queen bee', her communication and presentation skills were exceptional as she connected with an African audience seamlessly while delivering her message clearly and concisely!

She brought a fresh perspective to us in Africa and as a speaker, for sure she is going to not only keep you glued to your seat, she connects the dots and summarizes beautifully.

Have I mentioned that Claire stuck with us throughout the summit? Yes, she did, adding valuable contributions to discussions and topics. Thank you Claire for being an incredible partner! That is what you were to us at the CX West Africa Summit 2021! Thank you for being you and for being BEE-MAZING!

deBBie akwara, CMCCX Startup CEO



World Council of Credit Union's worked with Claire to provide a virtual workshop for over 300 delegates from around the globe. Claire was excellent to work with through the entire process. She was organized and understanding of our specific needs for our workshop. During the workshop Claire had amazing energy that was well received by our attendees. Her session was one of the most high-rated during the event. Claire was engaging and provided excellent content for our audience. I would highly recommend Claire and hope to work with her again in the future.

Kadie Hochmuth, Event Marketing and Communications Manager at World Council of Credit Unions (



Claire a fait une intervention remarquée à la Conférence annuelle de MSPA Europe : non seulement le contenu de ses propos était original et intéressant, mais son charisme et ses qualités d'animatrice ont su captiver un auditoire de professionnels exigeants.

Alain DUBREUIL, Governor, MSPA Europe/Africa, France



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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.



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SPEAKER INTRO

Our next speaker is the No.1 Woman on the Customer eXperience Global Gurus list. With more than 30 years in Customer eXperience, mystery shopping, and employee engagement, she is recognised worldwide as a leading authority in the CX industry.

She is the creator of the Heart-Led Business Growth Blueprint™, blending ancient Feng Shui wisdom with modern business strategy.

Author of four books, including two best-sellers, she has spoken on stages in over 30 countries.

Please welcome, with her trademark energy and French flair... Claire Boscq!



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ENTHUSED GLOBAL CLIENTS



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5 GOOD REASONS WHY CLAIRE!

Choosing the right keynote speaker for your event is a big decision. Here are the top five good reasons why Claire Boscq is quickly becoming a favorite of meeting and event planners, speakers' bureaus, and corporate clients.

- 1. HIGH-ENERGY** - Claire's energy is contagious and her presentation 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 gives practical tools which will make the audience stand and 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 customized 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 culture difference which enable her to adapt to meet clients' expectations.



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