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Taco is a performance-minded change enabler, bringing 30 years of customer-centric B2C and B2B leadership. Taco fulfilled senior executive roles for multinationals such as KLM, Somfy, and Qatar Airways, regional companies and multiple startups.

Taco is the founder of Encompass Marketing Services, a boutique consulting firm supporting organizations in their ambition to successfully implement customer-centric principles for unsurpassed customer retention and higher profits.

His credentials include a significant number of disruptive change programs and digital ventures in sectors such as airline/travel, retailing, and professional services. Taco is tenacious about the usage of agile convergence platforms optimizing customer experience and staff engagement.

“I believe that the drivers of sustainable profitability are a sound balance of entrepreneurial spirit, metrics management and implementation of robust customer-centric principles growing customer engagement and loyalty”.



Objectives of the session:

- Know the eight customer centric-principles
- Understand the purpose of customer-centric in organization
- Discover pragmatic ways to become more customer-centric organization
- Find out the reason why customer-centric best practices are still not being applied in other organizations