

A portrait of Justin Robbins, a bald man with a beard and glasses, wearing a brown suit jacket, a blue and white checkered shirt, and a brown bow tie. He is smiling and looking towards the camera.

JUSTIN ROBBINS

2023 Presentation Programs & Information Guide

International Keynote Speaker,
Customer Experience Researcher,
and Business Advisor

About Justin

PRIMARY BIO

Justin Robbins is the Founder and Principal Analyst at Metric Sherpa, an independent research and advisory firm that provides access to consultants, insights, tools, and resources, enabling businesses to optimize their customer experience.

His customer experience journey began as a 12-year-old paper carrier who was persuaded into making extra cash by cold-calling his neighbors for newspaper subscriptions. Since then, Justin (quite literally) grew up through the ranks of CX in roles that included contact center and customer service operations, professional services, community management, and technology marketing.

Justin delivers keynotes, training, and consulting services for 50+ Fortune 500 companies and serves businesses, governments, and educational institutions around the globe. He is a member of the Executive Advisory Board at CX Accelerator (*a non-profit community for Customer Experience professionals*), on the Board of Directors for the Quality Assurance and Training Connection, and a Certified Competition BBQ Judge with the Kansas City BBQ Society.

He resides in Wilmington, NC, with his wife, four children, and excessive bowtie collection.

SHORT BIO

Justin Robbins is a bald, bearded, and bowtied customer experience expert who loves cooking barbecue just as much as he does serving business leaders who want to understand and overcome their barriers to CX success.



Justin in the Media

NIGHTLY
NEWS
WITH LESTER HOLT



The New York Times

Forbes



Bloomberg



THE
KIM
KOMANDO
SHOW



TESTIMONIALS

"Hands down one of my favorite speakers on CX & contact center topics. Justin has a rare mix of hands-on contact center experience and a 20,000-foot understanding of the larger forces from a researcher's perspective. Best part? His presentation skills. His athletically sincere delivery can hook and engage his audience quickly...He brings it every time. That's a pro."

- Bob Fernekees, Vice President & Group Publisher
INFORMATION TODAY

"Justin's energy and enthusiasm, combined with his amazing knowledge of customer service and contact center topics, make him one of the top speakers in the industry. He brings passion to every engagement and relates to his audience at every level."

- Vicki Herrell, Executive Director at Society
WORKFORCE PLANNING PROFESSIONALS

"An outstanding public speaker whose obvious warmth & expertise draws his audience to the subject and keeps them engaged."

- Helen Curl, Brand Director
INCISIVE MEDIA

"Justin is the definition of Thought Leader in Action. He is an authority in customer care, customer experience, contact centers, and a thousand other names, terms, and concepts related to the industry of serving customers. Justin is an incredible speaker and communicator, processing ideas at lightning speed and expressing concepts and ideas, written and verbal, in a way that is easy for audiences to digest."

- Neal Topf, President
CALLZILLA



"Passion incarnate might be Justin Robbins. In several years of moving through contact center circles and engaging with hundreds of peers in conferences, workshops, trainings, and projects, I have only met a very few who are honestly so excited about what they do. What is more unique, it is literally every time you engage Justin. His passion for what he does makes you just want to be better at what you do -- and you get better. This is the hidden power he brings to any team. Justin is by far one of the stronger presenters, trainers, communicators, and group leaders I have seen. Yet it is his ability to work his contagious love of life and work into the very DNA of whatever he is doing that sets him apart."

- Marshall Lee, Director of Global Workforce Management
TTEC

"He's exceptional at working a crowd. His genuine, authentic personality shines through, and he can keep an audience engaged and happy. He is entertaining, humorous, and speaks from the heart... Everyone walks away learning something new from an event with Justin."

- Jenny Dempsey, Customer Experience Manager
APEEL

POPULAR PRESENTATIONS

Justin Robbins is known for consistently delivering high-rated, high-energy presentations that inspire change and compel people to action. More importantly, you can rely on him to be a timely communicator, an active participant in your event, and mutually invested in your success.



Conquer Complaints: How to Master the Habits of Customer Experience Pacesetters

Despite all of the buzz around Customer Experience, multiple studies show that customer service ratings are just getting worse. What gives? The answer might surprise you.

Motivating people to believe that customer experience matters is one thing. Getting them to act on those beliefs, and drive meaningful change, is another. The real struggle isn't getting people inspired about a vision for the future or a new, better way. It's navigating the unknown between the right now and the someday maybe.

In this talk, Justin bridges the gap between our aspirations for great customer experiences and the stuff that gets in the way of making them a reality. He delivers actionable, sometimes uncomfortable, truths about what keeps businesses from delivering successful customer experiences. Attendees will discover how to break free from their daily numbness and monotony and discover a renewed energy and worthy pursuit in designing and delivering exceptional customer experiences.

KEY TAKEAWAYS

- Learn how to explain the impact of customer experience in a way that drives buy-in and investment.
- Discover how to identify and avoid the most common reasons for poor customer experiences.
- Find out how to set your business apart from the competition with one shockingly simple and effective trick.

The Impact Initiative: A Movement to Overcome Employee Apathy

Did you know that employee engagement is at its lowest in a decade, despite increased efforts to improve it? It's time to bridge the gap between what affects engagement and the initiatives organizations put in place to solve it.

Join customer experience expert Justin Robbins as he delves into the root causes of disengagement and equips you with a toolkit of actionable strategies to prevent it from taking hold in your organization. No longer will you need to settle for band-aid solutions that fail to address the deeper issues at play.

Through this dynamic talk, you'll gain insights into the factors that impact employee satisfaction and walk away with the tools you need to build a more engaged and committed workforce. Learn how to align your intentions with actual impact, boost morale, retention, and your bottom line.

Don't let your business be one of the negative statistics. With the insights and strategies gained from this session, you'll be well-equipped to tackle the root causes of disengagement and create a workplace culture that fosters employee satisfaction and success.

KEY TAKEAWAYS

- The importance of knowing the difference between employee satisfaction and employee engagement.
- How to identify and address employee apathy before it becomes a problem.
- The role of rewards and recognition in inspiring and motivating your team.

From Stuck to Unstoppable: How to Unleash Your Leadership Potential

Do you feel stuck and frustrated in your personal and professional growth? Are you looking for opportunities to grow your influence and have a meaningful impact on the lives of those around you? Then get ready to attend a high-energy and empowering session that will ignite the leader within you.

In this talk, customer experience expert Justin Robbins will have you laughing, learning, and leveling up! With a mix of humor, storytelling, and practical advice, he'll share proven strategies, tactics, and insights on overcoming self-doubt, cultivating a growth mindset, and tapping into your unique strengths and skills as a leader.

You'll leave inspired and motivated, knowing that everyone can lead. You can transform your team, organization, and community with the right tools and mindset. Whether you're a seasoned leader or just starting your career, this keynote will give you practical and actionable tips to unleash your full leadership potential.

KEY TAKEAWAYS

- How to overcome the number one thing that holds most people back from achieving their goals.
- The consistent habits of the most influential and well-liked leaders.
- What it means for leadership to be something you do, not a title you hold.

Thriving in the Mess: Six Short Stories of Resilient Leaders

What happens when you find yourself in the midst of the unexpected? When the plan does you no good, the news takes your breath away, or you find yourself over your head. Beyond the emotions we feel, the actions we take in these moments truly define us.

In this inspirational keynote, Justin Robbins shares the stories of individuals who found themselves amid the unexpected and highlights the valuable lessons they learned as they overcame and thrived in the face of adversity.

He'll share six lessons anyone can use to ensure they're prepared to embrace the unexpected and experience renewed confidence when they find themselves beyond their plans.

KEY TAKEAWAYS

- How to gain the mindset of a resilient leader.
- Which actions are the best when you find yourself in the face of adversity.
- Ways to overcome the odds and achieve success no matter the circumstances.

TECHNICAL REQUIREMENTS

- Justin will present directly from his computer when slides or videos are involved. It's a MacBook Pro and must connect by HDMI or USB-C.
- Justin uses his hands and moves around the stage/room while presenting, and he requests that you provide a wireless clip-on lavalier microphone for him to ensure the best experience for your attendees.
- Justin prefers a cocktail table and single barstool onstage to place his laptop, water, and any required materials.
- Justin hopes that all attendees can enjoy the presentation without obstruction or distraction. For this reason, please provide projectors, screens, and lighting proportional to the venue for the presentation.
- Unless we are informed otherwise, Justin's visuals are prepared in the 16×9 format.
- If you are capturing video or audio recordings, Justin requests a copy of the files for his future use and reference.



TRAVEL DETAILS

Justin is based in Wilmington, North Carolina, and charges a flat travel fee based on your event's location and dates. He is available for both Domestic and International engagements.

You can count on Justin to be a top-rated speaker at your event.

HERE'S WHY:

No canned presentations. Justin works with you to identify and integrate stories and examples that are real and relevant to your attendees. That means you can count on a program customized to meet the audience's needs.

The presentation is only part of the package. You can rely on Justin to participate in your event outside his session. From promoting your event online to engaging in networking events onsite, he'll help you create a sense of connection and community among attendees.

He's not lame. Justin is a dynamic guy who enjoys telling stories, making people laugh, and spreading his genuine enthusiasm for work and life. Pair that with meaningful insights and compelling ideas; you have a recipe for success.

A rare mix of perspectives. The diversity of Justin's background enables him to speak from varied experiences and form strong connections with his audience at every level.

It's a win-win when you work with Justin. Your attendees receive an inspiring and actionable presentation, and you gain a resource to alleviate stress and boost your confidence in the event's success.

Contact us today to discuss ideas for your next event.

