

CTS SERVICE SOLUTIONS'

RAPID HERO CX TRAINING

ADAM TOPOREK

About your trainer...

Adam Toporek is one of the world's most recognized customer experience thought leaders.

As a third-generation entrepreneur, he has been in the customer service trenches, and for more than a decade now, he has used this real-world background to help organizations, ranging in size from the F100 to independent entrepreneurs, improve their customer experiences.

Adam has advised and partnered with leaders across a wide variety of industries and categories, including retail, wholesale, technology, franchising, manufacturing, and contact centers.

As a keynote speaker and customer service trainer, Adam is known for his humor, his energy, and, most of all, his ideas. He uses psychology, neuroscience, and behavioral economics to cut through the technological noise and to focus on the human customer.

Adam has been interviewed or cited in over 200 media, including Entrepreneur, Forbes, and Business Journals. He is the author of the groundbreaking frontline customer service book, *Be Your Customer's Hero*, the founder of the popular Customers That Stick® blog, and the co-founder of the Crack the Customer Code podcast.

