



Claire Boscq

Keynote Speaker | CX Activator

Where soulful businesses turn purpose into profit.



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

Global Keynote Speaker

BHeart first, head next, growing businesses with purpose

Business success today isn't about pushing harder—it's about leading with heart and purpose. In this keynote, Claire Boscq unveils the Heart-Led Business Growth Blueprint™, a powerful framework to align culture, energise people and places, and boost customer advocacy and profitability. Blending soulful essence with strategic action, Claire shows how leading with presence and energy, and managing with structure and strategy, creates a path where purpose fuels productivity and harmony drives results.

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 | Heart-Led Business Growth™ 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 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.

Elevating CX, one heartbeat at a time.



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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

\$4,888

In-Person

\$9,888

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

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

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





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one HEARTBEAT
at a time...**





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