



Super-serving Customers in a Digital World

Not long ago, Steven Van Belleghem joined us at Deceuninck NV for a group leadership meeting in Belgium.

For those of you unfamiliar with his work, Steven is a consultancy entrepreneur and author of four wildly successful books focusing on customer focus in a digital world.

Steven regularly speaks to leaders at Fortune 500 companies all over the world, and his message in Belgium was clear.

“There is an urgent need for an extreme transformation of the customer relationship,” he said. “Customers live in a world of self-service, big data, customer automation and the integration of the online and offline world. Failing to implement the digital relationship puts your company’s future on the line.”

This struck such a chord with me. This is where our interests at Deceuninck collide.

THE VOICE OF THE CUSTOMER ... INNOVATION, SUSTAINABILITY AND DESIGN.

We’re constantly seeking new ways to put these core philosophies of ours into practice. But they cannot exist in a silo.

Steven’s message can serve as inspiration to us to think of them not as separates, but as two vitally important parts to what makes our business go.

His latest book, *The Day After Tomorrow: How to Attract Customers in a World of AIs, Bots and Automation*, just hit shelves at the start of the new year.



I know what book I’ll be picking up next. And I encourage you to, as well.

[Learn more about the book.](#)
[And catch him speaking on YouTube.](#)

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