

Speaker Kit

2025



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CUSTOMER FRAME

Australia's Experts

IN CUSTOMER-LED TRANSFORMATION

INTRODUCING

Australia's experts in customer-led transformation

AUTHOR

SPEAKER

CHANGE-MAKER

CUSTOMER OBSESSED.

Sueanne Carr is the founder of Customer Frame, the experts in customer-led transformation, customer strategy + customer experience..

Customer Frame was built with a goal to help businesses + organisations who are brave enough to challenge their existing ways of thinking with the customer at the centre of everything they do.

With over 30 years experience across public sector, tourism, retail + professional services, they're known to inspire audiences + ignite action.



"Putting the heart back into

business"



It's not just our tagline, it's our mantra that gets us out of bed everyday. For us, it's not idealistic, but a reality we strive for + is the vision for our impact on the world.

We believe that business is more than just making money (though, that's nice too!).

It's about connecting people in a way that creates loyalty, staff engagement + outstanding results. This intent is our DNA + drives what makes us, uniquely us.

THE EXPERTS IN CUSTOMER-LED TRANSFORMATION



**Customer Frame
has delivered
presentations to
well over 100
organisations
across Australia
+ abroad**

SCENIC RIM
REGIONAL COUNCIL


Moreton Bay
Regional Council


Sunshine Coast
COUNCIL


Mildura Rural City Council

QMUSIC


TOURISM
CENTRAL AUSTRALIA


Redlands
coast | **Redland**
CITY COUNCIL

Great Ocean Road


Small Business Friendly


Queensland
Government


PPQ
Personalised Plates
Queensland


TerryWhite
Chemmart


BRISBANE
POWERHOUSE

TOURISM & EVENTS
Queensland

DAYLESFORD
MACEDON
TOURISM


Sunshine Coast
Queensland Naturally refreshing

Murray
REGIONAL TOURISM


Shepparton
MANY GREAT THINGS

TOURISM
TROPICAL NORTH
QUEENSLAND

AVIS®

capital
hotel
group
hotels you will love
AVENUE **PAVILION**

RICOH
imagine. change.

**[business
DEPOT]**

dozzi.
FINANCIAL ADVICE

MEET THE *Customer Expert*



SUEANNE CARR
M.Bus B.Bus

Founder + Customer Strategy Vigilante

A globally accomplished strategy professional, Sueanne is passionate about connecting businesses with the ultimate reason they exist: their customers. Her impressive reach has transformed market-leading brands such as lastminute.com, Terry White Chemmart, PPQ, Brisbane Powerhouse, AVIS, Travelocity, Hays Recruitment, Visit Sunshine Coast + Tourism Queensland.

With customer experience in her DNA, she is committed to transforming businesses + regions through aligning people, products + places. Her empathetic + decisive style breaks through business barriers, + brings everybody from board room to back office on the journey.

THE VOICE OF CUSTOMER

Regardless of the stage, Customer Frame brings the complete perspective. On business. On customer. On success. With the winning combination of strategic thinking, creativity + emotion, they bring a fresh perspective to every speaking engagement.

THE EXPERTS IN CUSTOMER-LED TRANSFORMATION

How to Engage the experts

IT'S ABOUT YOU (NOT US)

We pride ourselves on **curating the best experience** for our speaking clients.

And, this **starts with you**. We're not a cookie cutter speaker troop - we start by understanding your specific needs, then matching the best of our talent + content to smash your goals.

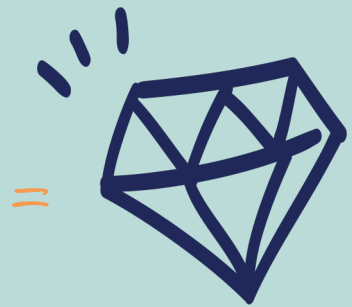
From there, we can help you to create **more than just a speaker event** - we help you deliver an immersive experience that will be the talking point for your audience for years to come.



THE BEST OF BOTH WORLDS



+



Sueanne brings a different style to your standard speaking gig, providing magnetism + appeal across a wide range of audiences. Depending on **your audience, your objectives + the topic**, we work with you to identify the best solution to smash your goals.

OUR SIMPLE 5-STEP PROCESS

It starts with a call + ends with an awesome event.



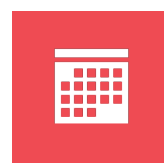
ENJOY A
DISCOVERY
CALL



CHOOSE
TOPIC



SHARE
YOUR
PROPOSAL



BOOK
US IN
BABY



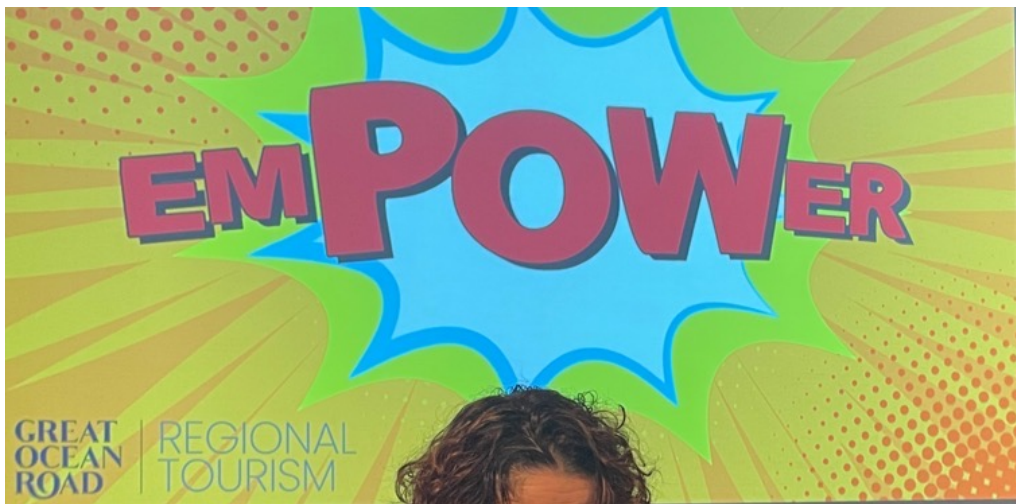
HAVE AN
AWESOME
EVENT

Let's get talking...

Scan the code, book in a call + let's find the best option for you



THE EXPERTS IN CUSTOMER-LED TRANSFORMATION



Speaking Topics 2025

Thought-provoking, disruptive, challenging, entertaining - these are just some of the words used to describe the audience experience of Customer Frame.

As experts in their field, Customer Frame are unashamedly customer obsessed + are renowned for transferring their infectious energy.

Bring the same energy to your next event that has helped reframe the thinking for thousands of others across a range of topics.

For 2025, Customer Frame is proud to bring fresh ideas + perspectives to **provoke thought + inspire action**.

Check out the latest topics below, but also get in touch if you have a specific angle - they're likely to have it covered!

Are you ready for the Customer-led Revolution?

The 5 customer trends to make (or break) your organisation

The Customer is yours to lose

Culture eats Strategy for Breakfast + Customers for Lunch

The Paradox of Choice: Become the choice for customers

The customer is not always right (+ neither is your boss)

Customer Satisfaction is Bullsh#t!

Are your customers an extension of your salesforce?

The key to being a high performing business

DISRUPTION

INNOVATION

CHANGE

GROWTH

STRATEGY

THE EXPERTS IN CUSTOMER-LED TRANSFORMATION



Are you ready for the Customer-led Revolution?

PREPARE NOW - OR GET LEFT BEHIND

The old rules of business have changed + customers increasingly have the power. Does your business have the capabilities to embrace the customer-led revolution?

Customers have had enough of being treated like a number + seek business that understand them + make it easy for them, Within a few clicks, they can change everything from their phone provider to healthcare + everything in between.

The customer-led revolution is here. The old 'inside-out' ways of doing business are done for. Don't let yours fall to the same fate by putting the right foundations in place to make your organisation truly customer-led.

So, how can business leaders prepare for the customer-led revolution? Join Sueanne Carr as she shares her insights on getting ahead of the game.

In this keynote, the experts in customer strategy share:

- Why the revolution is here + why you need to act now
- What you need to do as business leaders
- Three focus areas to help you take charge + make improvements that your customers will value.

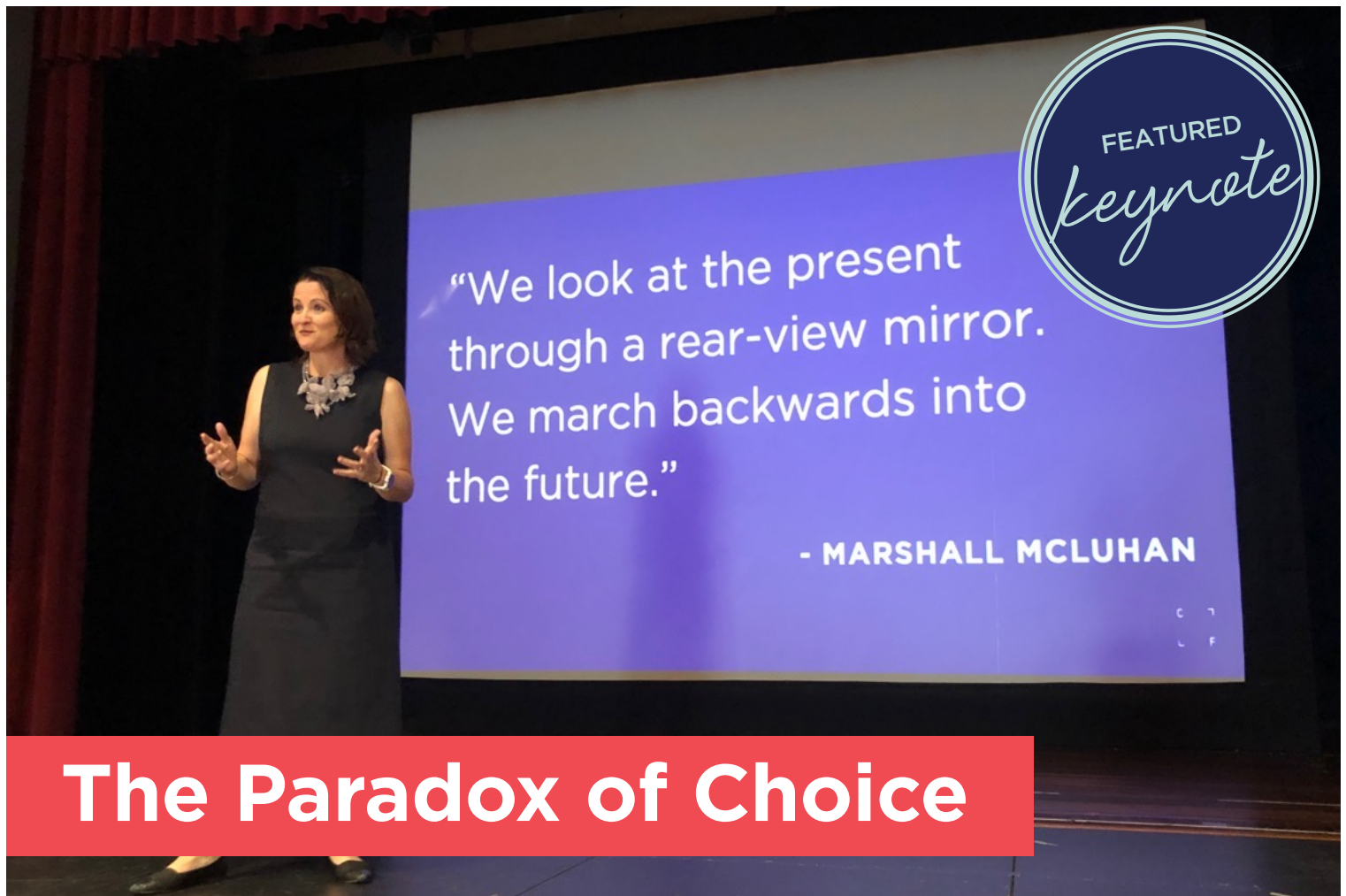
Essential for **every leader who has customers** + wants to make their organisation the best it can be. Engaging, energising + thought-provoking - with audiences inspired for action!



“You riff like Jagger + Richards!”

Steve Wroe, CEO
Daylesford + Macedon Tourism





THE 'MUST SEE' KEYNOTE FOR EVERY LEADER

Have you ever felt overwhelmed by the number of choices available to you? Imagine what it's like for your customers!

Choice is everywhere and as customers, we get overwhelmed. We're bombarded with marketing messages every day in an always on society. From selecting a meal at a restaurant to choosing a career path, the sheer number of options we have can be staggering + paralysing.

This is the paradox - as customers, we love choice, but too much choice leads us to inaction or a lack of change.

So, how can business leaders cut through the noise + be the choice for customers? Join Sueanne on a journey to explore this challenge facing leaders of every business and organisation today.

During this keynote, Sueanne's inimitable style:

- simplifies the science behind it,
- frames up the problem for business leaders and
- shares the top three ways to get ahead of the game and use this paradox as a competitive advantage.

Audiences leave inspired for change + armed for simple, but effective action. Feedback from organisations + delegates has been nothing short of impressive.

"Not sure we can ever deliver another industry event without you guys!"

Oriana Wyrozebska,
General Manager, Tourism & Investment
MBRIT





The power of connection

THE 'MUST SEE' KEYNOTE FOR EVERY BUSINESS LEADER

Ever wondered how to create customers for life that are passionate brand advocates? The answer is connection.

Customers are tired of being a number on a spreadsheet, a faceless transaction, just another body with a wallet. They want to feel connected to a business – to their purpose + their people, even their success. Beyond efficient processes, they want empathy + understanding, they want special.

The opportunity – create an unbreakable customer bond that transcends the cheapest deal or the latest model.

So, how can business leaders create that critical customer connection needed to grow + cultivate customers for life?

Join Sueanne on a journey to unearth what it really means to create an intentional customer experience that captivates.

During this keynote, Sueanne's personable style:

- brings to life what customer connection really means
- introduces the power of empathy + intentional emotion
- shares the top three ways to build customer connection to build long-term competitive advantage.

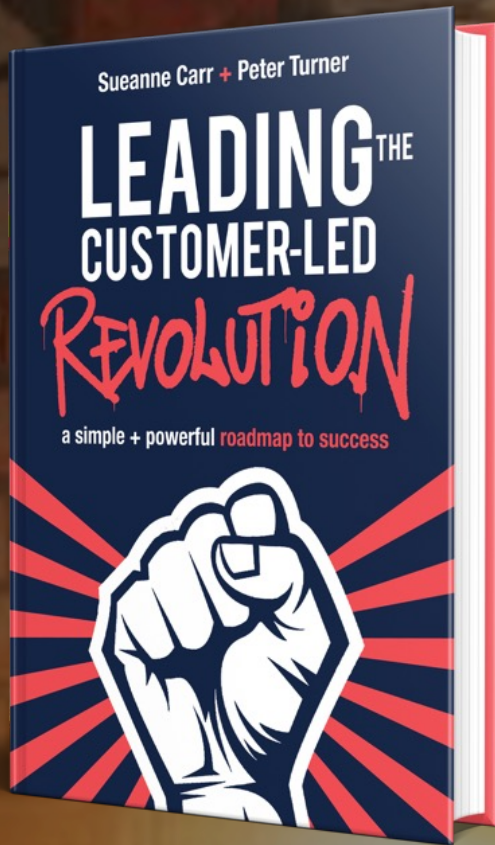
Audiences leave with a new perspective, inspired for change + more connected to the ultimate reason they exist – their customer. Feedback from organisations + delegates has been nothing short of impressive.

“Sueanne is an absolute guru at what she does. You will not get better...”

John Knight
MD, businessDEPOT



The authorities on becoming customer-led



OUR NEW BOOK NOW AVAILABLE

Written for brave business leaders who are charged with, or inspired by, driving customer-led change, this book will give you strategies + tools to engage your entire organisation, beyond your Customer Services Team.

No more internal apathy, fragmented teams or passing the buck, this book gives you the roadmap to engage your entire team on the journey to becoming truly customer-led.

Based on our experience with businesses + organisations of all shapes + sizes from both here + abroad, we challenge the status quo + show you how customer is an organisation competency, not just a service function.

FOREWORD BY
BEST SELLING
AUTHORS
DON PEPPERS +
ANDREW
GRIFFITHS



CUSTOMER FRAME

putting the heart back into business

We'd love to work with you

You're only a QR code away from us helping you to create an awesome event.

Scan the code, book in a discovery call + let's get engaged. (Don't worry, we won't be asking for a ring!)



THE EXPERTS IN CUSTOMER-LED TRANSFORMATION