Speaker Kit - Copy & Script

50 words
Vinay Parmar is a keynote speaker on why people come back and what quietly makes them stop. Starting as a call centre agent at 18, he rose to Chief Customer Experience Officer at National Express. Today he helps organisations like Audi, Zoom and Network Rail understand how trust is built.

100 words
Vinay Parmar is a keynote speaker on why people come back and what quietly makes them stop. The answer is almost always trust, and trust is built in the moments people remember.
He started on the frontline at 18 as a call centre agent and worked his way up to become Chief Customer Experience Officer at National Express, a FTSE 250 business, taking customer ratings from two stars to four and a half. He's also a non-executive director and board adviser.
Audiences at Audi, Zoom, Cisco and Gatwick come away seeing their work differently, and acting on it.

150 words
Vinay Parmar is a keynote speaker on why people come back and what quietly makes them stop. The answer is almost always trust, and trust is built in the moments people remember.
His thinking follows a simple chain. Moments create memories. Memories create feelings. Feelings shape trust. Trust drives loyalty. Loyalty drives behaviour.
He started on the frontline in 1992, at 18, as a call centre agent and worked his way up, from the team that launched Egg, the UK's first online bank, to Chief Customer Experience Officer at National Express, a FTSE 250 business, where he took customer ratings from two stars to four and a half. Today he's a non-executive director and board adviser.
From the phones to the boardroom, that range gives his keynotes their edge. Big ideas, told through everyday stories, that change how audiences see their work.

Introduction script
For the host or MC. Around 45 seconds read aloud.
Our next speaker started his career in 1992, on the phones in a call centre at 18. He went on to become Chief Customer Experience Officer at National Express, a FTSE 250 business, and today he's a non-executive director and board adviser.
Along the way, he became fascinated by one question. Why do people come back, and what quietly makes them stop?
He's spoken for organisations including Audi, Zoom, Cisco and Gatwick, and today he's here to talk about something that matters to every one of us, whether we're thinking about customers or colleagues. Trust, and the moments that build it.
Please welcome Vinay Parmar.