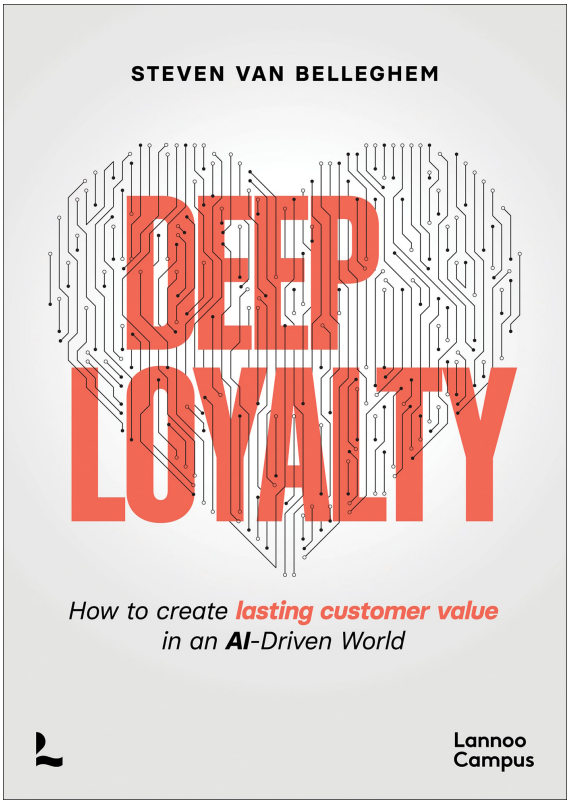
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Deep Loyalty

How to Create Lasting Customer Value in an AI-Driven World

Steven Van Belleghem

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Binding	Hardback
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- A customer-first perspective on AI
- Not a tech book but an AI book about business
- Shows how AI is reshaping customer expectations and relationships
- Combines customer experience strategy with AI
- A practical framework to reinvent customer value in the AI era
- Packed with inspiring real-world examples from around the globe
- Actionable insights for leaders and decision-makers
- Focuses on creating customer value, not just operational efficiency
- Helps you build lasting competitive advantage in an AI-driven world

Customer Experience is going through the most radical transformation in its history. AI is reshaping the rules of the game and in doing so, it is putting traditional customer loyalty under serious pressure. Large AI platforms are inserting themselves between brands and customers, increasing the distance between the two. At the same time, customers now have new superpowers: with almost zero effort, they can compare options, switch providers, and instantly find cheaper or more convenient alternatives. Loyalty is no longer a given – it is under attack. This shift calls for a counter movement. Companies must go beyond the purely transactional efficiency of AI and focus on creating deeper, more meaningful value for their customers. The future of Customer Experience is not about replacing humanity with technology, but about using AI to elevate value creation. In ***Deep Loyalty***, Steven takes you on a journey toward a new CX strategy, one that embraces the power of AI while building stronger, more resilient customer relationships. A strategy designed not just to compete in an AI-driven world, but to create real, lasting loyalty within it.

Steven Van Belleghem is an internationally renowned keynote speaker. He is a part-time Professor of Marketing at Vlerick Business School and a guest speaker at London Business School. Steven is also an entrepreneur: he is a partner at the inspiration company nexxworks and co-founder of the content creation agency Snackbytes. In addition, he serves on the board of Plan International Belgium.

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