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# TRISTAN RIGENDINGER

Humanizing  
the Interaction.

BETTER RELATIONSHIPS.  
BETTER BRAND.





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BETTER RELATIONSHIPS. BETTER BRAND.

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After working with heads of state, royals, and celebrities, and interacting with customers, frontline staff and corporate management, Tristan discovered that it often isn't only the product that elicits a "wow" from a customer – it is their purchasing experience.

Tristan received a degree in dental medicine, however soon realized his passion came not from medicine, but in his interaction with patients. Expanding on an idea that customer interaction may be the key to long-term brand loyalty, he began helping individuals and companies to improve interactions a) within the company, and b) with their customers. Tristan calls it "Humanizing the Interaction."

Humanizing the interaction must begin in the workplace. Tristan has seen time after time that meaningful and engaging internal interactions significantly improve motivation, and the employee experience. Positive employee experiences almost automatically trigger a more *humanized* interaction with customers – resulting in a memorable customer experience.

And, great customer experience results in increased customer loyalty, which ultimately leads to increased sales.

## ABOUT

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Before establishing his consulting and training company in 2012, Tristan worked in diverse fields as a frontline employee, manager and leader with global responsibility:

### [Swarovski](#)

Global Head of Customer Experience Management, Sales & Marketing Training

### [Nobel Biocare](#)

Global Head of Sales Training; Global Training Manager

### [Comlux Aviation and PrivatAir](#)

In-flight Director (VIP and Executive Aviation)

### [Johnson & Johnson medical](#)

Product & Marketing Manager; Sales Consultant

### [Swiss International Airlines, Swissair and Lufthansa](#)

Instructor, Trainer, F/A

Tristan has more than 10 years of international experience in customer interactions, sales and marketing training (from concept to implementation), presentation skills coaching, training strategy development, and customer experience management.

## AREAS OF EXPERTISE

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**Interaction & Leadership Improvement.** Tristan passionately and successfully advises and supports companies and individuals in the areas of customer experience strategy, intercultural selling, interaction and leadership skills, and service design.

**Speaking and Training.** Tristan believes in the power of storytelling, and offers lively yet business-relevant keynotes, interactive motivational speeches, personality-based interaction-skills seminars, and individual leadership coaching.

Using humor and candor, Tristan uses company gatherings to rally disparate groups into a team – and the team into enthusiastic walking advertisements for the brand.

**Presentation Skills Coaching.** Additionally, Tristan professionally helps frontline employees, executives and managers to refine presentation skills so that communication is clear, relevant and engaging.

Comfortable in multi-cultural situations, Tristan speaks Swiss-German, German, French and English. He lives in Zurich, Switzerland; a small country recognized for its diversity. However, Tristan works globally:





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