



**CX**  
**INSIDER**  
**PODCAST**

**2024 MEDIA PACK**



# CX INSIDER IN A NUTSHELL

**61%**

Of our followers are  
Senior, Director, CXO level

**Top 2**

CX Podcast

**2,500+**

Leaders in the community

**40+**

Countries

**20,000+**

Reach per episode

**Top 7**

CX Community

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# ABOUT US

 YouTube

 LinkedIn

 Linktree\*

Founded in 2019, [CX Insider](#) is a leading podcast for capturing conversations with industry experts, primarily across the banking, retail, automotive and technology sectors. Our aim is to create an online community of creative thinkers, who can learn from the best and become even better in their own CX strategies. We achieve this by providing a space in which top professionals share their knowledge, insights, formulas and predictions - helping to deepen our audience's understanding of the customer experience world.

Our podcast focuses on providing a more fun, less corporate approach to business, with a plethora of the hottest CX subjects being covered in our episodes. These include consumer psychology, sustainability, employee experience and the metaverse among many others. Our guests hail from some of the globe's biggest brands, such as Volvo, Selfridges, Santander, Hotel Chocolat, and Toyota.

CX Insider is the only storytelling podcast about customer experience, and although every story has an ending, ours is only ramping up its stakes. We aim to make 2024 the greatest year for CX podcasting yet, with even bigger and better guests and brands, higher production quality, more content, and further growth in our community.

 SELFRIDGES & CO

 MERKLE

 Santander

 VACHERON CONSTANTIN  
GENÈVE

 monzo

 HOTEL  
Chocolat.

 HSBC

 SurveyMonkey

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# OUR SPONSOR



CX Insider Podcast is proud to be sponsored by [ACF Technologies](#), global leaders in customer experience management solutions. Their tailored software services range from appointment booking to queue management to event planning, and everything in-between. ACF help the world's bigger organisations supercharge their customers' experiences by streamlining each touchpoint of the journey.

ACF Technologies have been internationally recognised for their work by several awards some of which are Customer Centricity World Series, Global Good Awards and European Customer Centricity Awards.



# OUR TEAM



**OCTAVIAN IOTU**  
Host & Producer



**DANIEL GIBBON**  
Co-Host & Producer



**GREG COPLEY**  
Co-Host



**ADAM HOWARTH**  
Co-Host



**SIMON RONALD**  
Co-Host



**ALEX THEMISTOS**  
Co-Host





# OUR SPONSORSHIP – DUNSTABLE TOWN FC.

This year, the CX Insider Podcast is proud to announce that we are the official 2024/25 sponsors of Dunstable Town Football Club, the former home to the likes of George Best, Jeff Astle, Barry Fry & Kerry Dixon.

We are so proud to be making the leap into the sporting world, stay [tuned](#) for more content.



# KEY STEPS

1

We arrange a 30-minute introduction call to discuss relevant topics.

2

The production team creates an episode plan with key questions that will be approved by the guest.

3

The episode recording takes around 60 minutes.

4

The final version is to be published after the guest's review.

5

The content is repurposed and promoted on LinkedIn, Instagram & YouTube.

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# FAQ





# DO YOU MEET YOUR GUESTS BEFORE RECORDING?

Yes, we do.

We always arrange a 30-minute introduction call with potential guests to explain the production process and discuss relevant topics for the episode. No recording takes place during this call. From experience, getting to know each other before the recording helps create a relaxed atmosphere.



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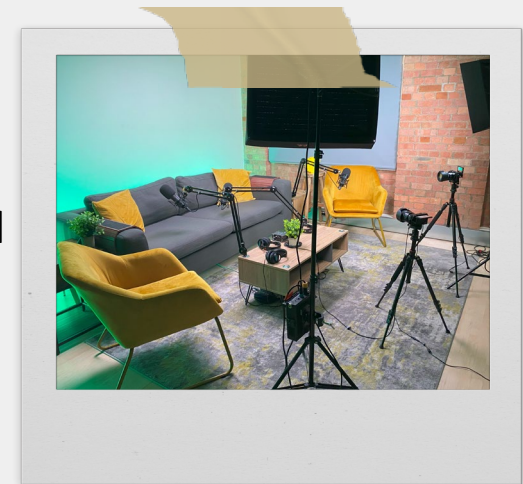


# IS THE RECORDING SCRIPTED?

No, it is not. At least, partially.

After every introduction call, our team creates an episode plan with a list of topics and questions we will ask during the recording. Our guests approve the final list before any recording takes place. This episode plan will then set the whole conversation. We will ask additional sub-questions depending on the flow of the conversation, but nothing that would be a surprise.

The only questions nobody knows besides the producer are rapid-fire questions. These are casual questions like, who inspired you when you were a child? This part of the recording is usually the most fun.



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# DO YOU DO REMOTE RECORDINGS?

It depends.

We record remote episodes with guests who live abroad or are unable to commute to our studio in London. However, it is always a better experience to do the recording in a studio and meet everyone in person. Our studio is located near Southwark Station, London.



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# DO YOU SEND A COPY OF THE FINAL RECORDING BEFORE IT GOES LIVE?

Always.

Sometimes, our guests need approval from their PR and Communications team before any recording goes live. Therefore, we always send the final version about a week before it is scheduled to be published. No recording is published without the guest's approval.



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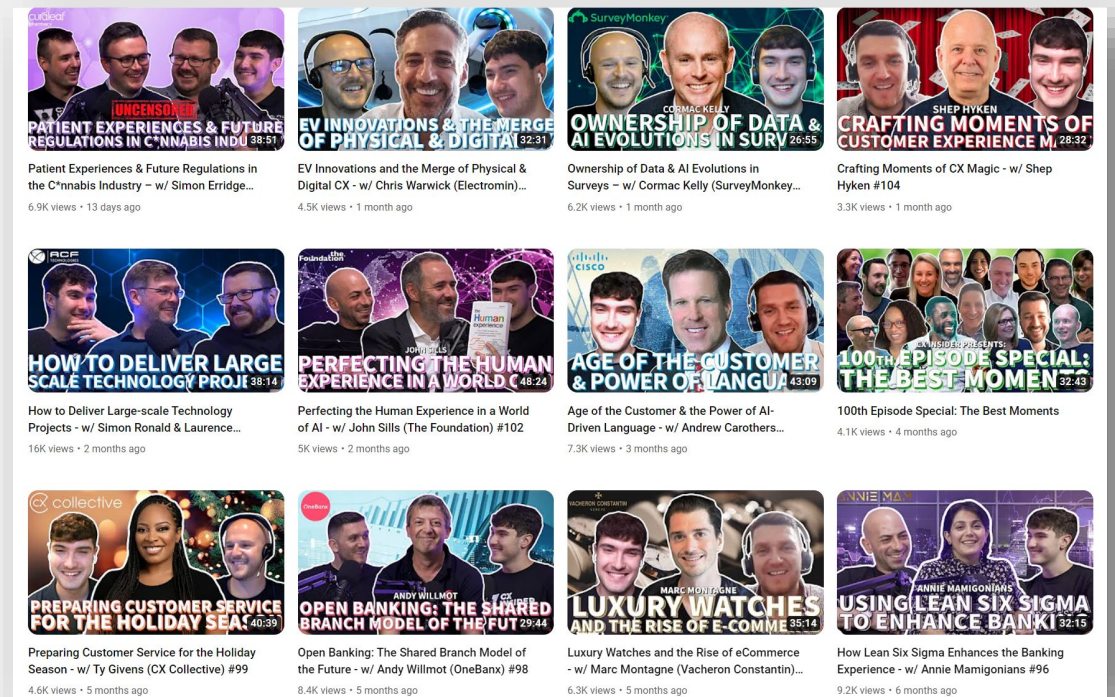
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# WHAT HAPPENS AFTER THE RECORDING GOES LIVE?

We promote the episode on our main social media channels, LinkedIn, Instagram and YouTube. Our team creates complementary materials like YouTube thumbnails, quotes, and polls and promotes the episode for the following two weeks. We may also use the recording for our monthly paid campaigns.



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# Do you want to be on CX Insider?

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