

Paige Hall

Paige Hall, founder and CEO of **AboutFace[™]**, is an acknowledged innovator among her contemporaries. Her passion, sense of humor, discipline and creativity combine to make her a favorite in the business community.

Under her dynamic leadership, **AboutFace[™]** has evolved from a company providing secret shopping and customer experience research to a respected leader in customer experience insight, innovation and strategy. Clever, pioneering services like Secret Shopping On-Demand[™], Customer Experience Profile & Action Plan, Guestumentaries[™], Spin-to-Win and AboutFace Education[™] are but a few of her visions that have become reality.

Hall is currently developing Working Girls Productions[™], a company dedicated to making business ideas visual, fun and creative. The series, How to Score at Work[™] will include provocative conversations with female executives that are certain to get your attention.

Prior to founding **AboutFace[™]**, Hall graduated Magna Cum Laude from Georgia State University with a B.A. in Training and Development. Interestingly, she was the first person in the state of Georgia to earn this degree, having led the charge to create a degree in this heretofore untapped field. After graduating, she developed Boar's Head Provision Company's secret shopping program and later acted as Director of Training for the Hartsfield-Atlanta Airport's parking operation. Hall realized that, regardless of the diversity of the environments, performance evolved exactly the same: utilizing a results-oriented program where people could review and understand how actual customers perceived their performance resulted in immediate improvement.

Hall's reputation has generated over 60 articles and 80 television interviews featuring her expertise. Her work also attracted the attention and seal of approval of Ken Blanchard (Organizational Development and Performance Guru). In addition to over 39 industry awards granted to **AboutFace[™]**, Hall earned the coveted Mystery Shopping Industry Leader Award for five consecutive years. She was also honored with nominations for the Women's Inc. 50 and Women's Entrepreneur Growing Star in 2007 and for the Inc. 5,000 in 2007 and 2008.

Hall's results speak for themselves: Over the last 14 years, her work in developing effective programs has earned almost **1 billion dollars** in increased revenue for clients.

Leadership

Hall has a style of leadership all her own that motivates and challenges others to do and be their best. She leads through inquiry, constantly probing with deeper questions that help draw out the best in others. This approach allows them to see angles they may not have thought through. Further, she teaches with

anecdotes and analogies, with humor and fun, which is the key to offsetting the intense challenges she poses to her people.

Hall said, "I feel that I have made a significant contribution to their lives by teaching them the best business practices to help them deliver within any environment they choose to play. I believe in them, and I thank them for giving me the same belief. And I have learned more from them than they will ever know."



Reputation and Recognition Awards

Top 100 Chinese Restaurant Awards

Speaker - Big Builder '07

American Society of Training and Development (3-time speaker)

Industry Leader Award with the National Center of Professional Mystery Shoppers (5 consecutive years)

Blog

Customer Experience Blog: www.customerexperiencevigilante.com

LinkedIn Reviews

Paige Hall - Listing

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