

2017
Conference Edition

April 9–12, 2017

Customer First

The Journal of the National Customer Service Association

Special Edition



The 2017

National Customer Service Conference

Atlanta, Georgia

Transitioning to Excellence

PROVEN CUSTOMER SERVICE STRATEGIES FOR ORGANIZATIONAL SUCCESS

Hilton Atlanta • Atlanta, Georgia
Sunday, April 9 – Wednesday, April 12, 2017



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Greetings!

As President of the National Customer Service Association, it is my honor to welcome you to ***The 2017 National Customer Service Conference***. We are privileged to have Atlanta serve as our host city and hope that during your stay here, you will take the opportunity to explore its culture and entertainment. We know you will be extremely pleased with the lodging and conference facilities of the Hilton Atlanta. We appreciate all they have to done to support this event.

Special thanks to Wes Tindal, President of the Board of Directors of the Central Florida Chapter of the National Customer Service Association, for his commitment and support in making this National Customer Service Conference *The 2017* event! As you well know, every successful event is a group effort, and we have had a fantastic team and true Customer First spirit displayed by our 2017 Conference Planning Committee. My personal “Thank You” to each and every one on the Team!

I am extremely excited at the level and diversity of our Conference Speakers. The focus of this year’s conference is *Transitioning to Excellence—Proven Customer Service Strategies for Organizational Success!* It is well-recognized that Customer Service transcends industry lines and that we all face similar challenges associated with serving both our internal and external customers. Customer Service is a universal constant requiring the same skill sets regardless of the nature of one’s job or industry. From the wonderful presentations to the invaluable networking, I know you will leave here with enhanced skills and heightened knowledge and motivation to bring Customer Service to new levels in your organization.

Thank you again for choosing our Conference to expand your skills and build your Customer Service Network. Please stop our NCSA staff if we can assist you at any time during the Conference.

Best regards,

A handwritten signature in black ink that reads "C. William Crutcher". The signature is written in a cursive, flowing style.

C. William Crutcher, President
National Customer Service Association



Welcome!

As this year's Conference Coordinator and a member of the Conference Planning Committee, it gives me great pleasure to welcome all attendees to **The 2017 National Customer Service Conference** here in Atlanta. We are thrilled to have you here and are sure you will enjoy your time not only attending the conference but also enjoying all that the greater Atlanta area has to offer.

As attendees of this year's conference, we come together in the spirit of "service." One of the main goals of our National Conference is to promote customer service across all industries and realize that our common bond is to excel in this area. Although this year's event has been divided into separate tracts, we encourage you to select those individual topics which provide the greatest benefit to you and your organization. It is my hope that by attending this year's conference, you will take away new ideas and creative ways to enhance service within the industry you represent.

Once again, thank you for attending and on behalf of the 2017 NCSA Conference Planning Committee, we welcome you to Atlanta!

Warm regards,



Wes Tindal
Conference Coordinator, Conference Planning Committee
President, Central Florida Chapter
National Customer Service Association

Planning Committee Members

- Reginald Baron, New York City Transit
- Gwen Davis, State Farm
- Lori Davis, K. Parks Consulting, Inc.
- Roger Dottin, Customer Service Consultant
- Stephanie Emrich, ServiceSpeaks
- Teresa McDonald, WellStar Health System
- Mike Moseley, The Henry Ford
- Jeanne O'Brien, Mile Hi Foods
- Natalie Pesantez, K. Parks Consulting, Inc.
- Kellie J. Sigh, Milwaukee Public Schools
- Kylee Sullivan, The Henry Ford
- Wes Tindal, National Customer Service Association
- Kelly Ward, Battelle
- Christoff J. Weihman, ASPIRE, Enterprises

Featured Conference Speakers

KEYNOTE PRESENTATIONS



MARK G. MORAITAKIS

Senior Director of Hospitality and Service Design

Chick-fil-A

"Orchestrating a "REMARK"able Experience"

About Mark: Mark has been working for Chick-fil-A since 1984 where he started out as a cashier at the restaurant inside of Gwinnett Place Mall. After completion of undergraduate studies, Mark joined Chick-fil-A, Inc. and has served in several departments.

He began his career in training and development, next, had a long tenure in Operations as a Business Consultant. He currently serves as the Sr. Director of Hospitality and Service Design. Mark describes that the department's purpose is to ensure guests have an experience where they feel cared-for. Ultimately, we design service and hospitality solutions that elevate the customer experience and differentiate our brand.

Mark graduated with an Undergraduate degree from Berry College in 1991. He earned a major in business and a minor in economics. While working, Mark went back to school to earn a Masters degree in Business Management. He graduated from Mercer University (in Atlanta) in 1997. Mark and his wife, Dimitra, got married in December of 1999 and they live in Atlanta, Georgia. They have been blessed with three beautiful girls—Eleftheria (Elli), Erini (Renna), and Nicolette. Both Mark and his wife are lifelong members of the Greek Orthodox Church. Mark enjoys serving the Church in various leadership roles. When not working on Chick-fil-A business, Church responsibilities or spending time with his family, Mark enjoys gardening, playing the piano or taking long runs.

***NCSA proudly recognizes Conference Sapphire Sponsor -
K. PARKS CONSULTING, INC. (KPC)***

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ERIN BLECHA

Director of Fan Experience for The Atlanta Hawks Basketball Club

Atlanta Hawks

"SMILE!" - SMILE is an integral part of the Hawks' culture and business philosophy. Centered around making memories for internal and external stakeholders alike, SMILE emphasizes the over management of key details to make staff, partner and user experiences seamless and enjoyable through specific, tangible examples that resonate with the team. This session will focus on the components of the program (Southern Hospitality, Make a Moment, Individuals Matter, Loyalty and Empowerment) and share examples of the training and implementation techniques that have been most effective

for the Hawks. A focus on best practices, key takeaways for service philosophy and staff and fan engagement and empowerment techniques will be discussed.

About Erin: With nearly ten years' experience in the sports and entertainment industry, Erin's roles have included heading up marketing, PR, community relations and fan experience teams in college and professional sports and agency settings. Most recently Erin oversees the Fan Experience and Event teams at the Atlanta Hawks, which includes designing and producing more than 50 team events and 200 community events annually, reaching hundreds of thousands of guests and creating life-long memories. With a background in research, psychology and communication, she uses data and analytics as an integral piece to the growth and structure of both entertainment and service models. A Disney Institute graduate, Erin has been instrumental in developing and integrating the company-wide service model, SMILE, a customized, comprehensive adaptation of the Disney Elevate model which has been rolled out to over 1,000 full and part-time employees and shown a marked uptick in culture and service.



JEFF TOBE

Certified Speaking Professional

"Coloring Outside the Lines"

Let's Get Engaged" - In this presentation, Certified Speaking Professional, Jeff Tobe DOES NOT ask you to marry him!! What he does is make you aware of how important it is to get people engaged at what they do every day. Business is changing at lightning speed. What if we looked internally to make it easier externally? In other words, what if we considered how to get our selves, our team and our stakeholders more engaged at what they do so that it will ultimately have an impact on the 'customer' experience?

In his usual high-energy, high-humor and high-content style, Jeff walks audiences through the "Four Pillars of Engagement"...

- **Creativity:** Curiosity may have killed the cat but it's the one resource that most successful professionals have discovered that they need to foster in their team. Creativity leads to innovation and, as you may already know, this has been Jeff's passion and focus for 20+ years! To get people invested in your organization, you have to encourage them to be more curious in looking for alternative solutions, being incredible problem solvers and in asking the right kinds of questions of their internal and external customers.

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- **Commitment:** Commitment is at the heart of every successful organization, and commitment is always about relationships. It's about commitment to the customer EXPERIENCE by examining every "touch point" we have; any opportunity we have to impact that experience! Gain a competitive advantage with trustworthy leaders, loyal team managers and clients who commit to the integrity of your organization and of the project.
- **Accountability:** At every level of the organization, people have to do more than just WANT to be accountable, they have to act "as if..." Engagement without accountability equals chaos. Jeff demonstrates ways in which we can get our people more accountable for their actions and decisions. He believes in the rule that "If you are 100% accountable for the 'now', there can be 0 excuses in the future".
- **Communication:** Engagement starts and ends with open communication. A recent New York times survey found that 78% of workers polled in diverse industries mentioned poor communication at the root of challenges with their managers, colleagues and customers. What an amazing opportunity! Jeff shares techniques to make your people more aware of their communication and to give them the tools to better themselves. Join an elite 22% nationwide who DO get it!

Join Jeff to Learn:

- The advantage of differentiating between service and experience
- How to battle the "...but that's the way we've always done it" syndrome
- To make the shift necessary in your culture to get your people more engaged
- Why creative thinking allows for involvement at every level
- How to develop your 'declaration of experience' with everyone in the organization
- What it is that will attract the right kind of employees when you are looking
- How accountability leads to engagement
- The two questions that will get 'buy in' from your people every time
- Communication techniques that will allow you to work with people in a way in which they NEED to be worked with

About Jeff: Certified Speaking Professional, Jeff Tobe's credentials are impressive. Conventions & Meetings magazine recently listed him as one of meeting planner's favorite speakers; a list that included Bill Clinton, Condoleezza Rice, Anderson Cooper and Daniel Pink. See the full article at PlannersFavoriteSpeaker.com He is a creativity and customer experience expert, professional speaker and bestselling author who works with companies and organizations who want to increase their bottom line by changing their customer experience and retaining great talent.

Tobe founded Coloring Outside the Lines in 1994 and since then has worked with hundreds of clients ranging from Fortune 500 companies to ones with less than 20 employees including Microsoft, PepsiCo, PNC Bank, Sonny's BBQ and many more!

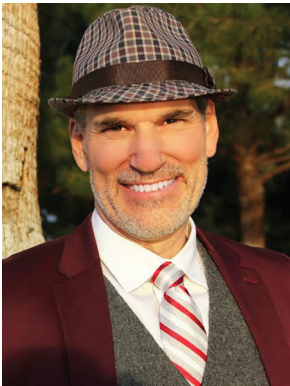
Jeff Tobe's most requested programs focus on CREATIVITY/INNOVATION, CUSTOMER EXPERIENCE and EMPLOYEE ENGAGEMENT. His high-energy, high-fun and high-content programs create the ideal presentation for any kind of corporate or educational forum. His articles have been read in hundreds of publications and he is the author of the hugely popular book, *Coloring Outside The Lines*. He is the co-author of three other books and his newest book,

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ANTICIPATE: Knowing What Customers Need Before They Do is quickly becoming one of the hottest business books on the market. He is also the creator of the Touch Point Focus initiative in which he helps clients re-examine their customer touch points.

BREAKOUT PRESENTATIONS



CHRISTOFF J. WEIHMANN

President and Author

ASPIRE Enterprises

"I AM the Customer Experience - Taking Ownership of the Service You Deliver & Creating a Culture of WOW!" - The way you treat and greet and interact with your customers is the single biggest contributing factor to the success or failure of your business. Customer Service is driven by customer engagement. In this presentation we will discover; 3 Reasons why businesses fail to deliver WOW! Service; the 4 Pillars of WOW! Customer Service and how to create a company culture that instills these principles in their team members. It starts at the top with management truly valuing and putting

customer service first, and it also begins with each member of the team realizing the importance of their contribution feeling empowered that they are the customer experience.

It's not in the name of the business, or the catchy slogan. It's not in the décor, setting, ambience or location of the business. It's not even in the amazing product you sell. Rather, the success or failure of your business is integrally linked to the way your customers feel when they do business with you. This is true whether you run a restaurant, a retail store, an online business or an accounting firm. People want to feel welcomed and valued by the people they do business with. It all starts at the top with management, making customer service the number one priority, instilling these values into their team and empowering each staff member to understand and embrace the philosophy of "I Am the Customer Experience". In this presentation we will dive into the 3 Reasons Why Businesses Fail to Deliver WOW! Service, The 4 Pillars of WOW!—hint the first one is all about the Internal Components of Mindset, Attitude, A Servant Heart and much more. You will be Inspired, Challenged, Motivated and Equipped to Deliver WOW! Service to your customers after this presentation.

About Christoff: Throughout his career, Christoff has served in various capacities—as a server, bartender, wine sales rep, catering sales manager, event planner, and banquet service manager. He has worked for Wolfgang Puck in Hollywood; Darden Restaurants, as well as other establishments in St. Louis, Los Angeles, and at the Hyatt in Guam and Nikko Hotel in Saipan. He has spent many years in Sales & Business Development including in the automotive industry as well as Staffing and Recruiting. Christoff is the author of *Getting to WOW! Everybody WINS with 5 Star Service*, which was released in January of 2015. Visit GettingtoWOWBook.com.

"At ASPIRE Enterprises, We have a Passion for Excellence in Service. Our mission and goal is to assist restaurants and other businesses to elevate their Service to the next level. We equip and train people to passionately deliver WOW! Service & Hospitality to their customers."

Christoff believes that regardless of the type of restaurant or establishment, 5 Star Service should always be the goal. "I believe that every customer that comes into your place of business deserves to receive 5 Star Service. Every customer should be greeted and treated as if they are a VIP...Because they are. Every customer service

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professional, if they have the right internal components, and are provided with the proper tools and training, they can be equipped to consistently deliver WOW! Service.” Christoff is a life-long learner, an avid reader, and passionate about personal development. He writes a weekly blog about Customer Service entitled Soupfly which has readers in 108 countries. His blog can be found at soupfly.wordpress.com.



KIZZY (PARKS) DOMINGUEZ

President

K. Parks Consulting, Inc. (KPC)

“Elevate Team Performance Using the LDP” - One of most prevalent customer service concerns is the ability to work effectively as a team. Leaders know that without synergy, the best an organization can hope for is to merely survive the intense competition we see in today’s workplace. Strong, visionary leaders seek more than that, they aim to elevate their teams. The key to a successful customer service team is the ability to understand team dynamics. However, some don’t have the time, skills or knowledge to adapt to the various needs of their colleagues.

This session introduces three tips to elevate team performance using the LDP to increase collaboration and engagement, the hallmarks of a team that gains advantage by working together. This session uses case studies and strategies to offer a fresh perspective on elevating team performance.

Following this course, participants will be able to:

- Understand their work and interpersonal preferences.
- Appreciate what makes each individual distinct, and then leverage this in a way that provides an advantage to the team.
- Apply techniques that will be successful for serving their team members.

About Kizzy: Kizzy Dominguez is the President of K. Parks Consulting, Inc. (KPC). Through instructor and web-based training, executive coaching, and assessments, KPC helps companies empower their employees and provides the skill building necessary for them to succeed. With over 50 team members located around the world, KPC Difference Makers have been helping clients shape their futures by partnering with Fortune 500 companies, government agencies, and universities, such as FHI, Medtronic, Seminole State College, Roswell Park Cancer Institute, the U.S. Army, the U.S. Department of Education, the U.S. Department of Agriculture, and the U.S. Naval Air Warfare Center Training Systems Division.

Kizzy was inspired by her father, and knew that she wanted to be a psychologist and an entrepreneur. The simple but powerful concept, “it’s all about empowering others” was instilled in her from a young age and became her motivation. After receiving her Doctor of Philosophy in Industrial Organizational Psychology from Florida Institute of Technology, she combined her background and passions with her entrepreneurial spirit to found KPC in 2008.

Kizzy was the 2014 Enterprising Woman of the Year and recently recognized by Profiles in Diversity Journal as a Woman Worth Watching®. Moreover, KPC was a finalist for the 2016 and 2015 Florida Companies to Watch award, nominated for the 2014 Best Places to Work in Orlando honor, named a Top 50 Woman-led Organization in Florida

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by The Commonwealth Institute in 2016 and recognized by Entrepreneur 360, an annual listing of private companies that are making a mark for themselves in their respective industries.



STEPHANIE LEESE EMRICH
Founder/Chief Service Officer

SERVICE SPEAKS

“Guest Service Gold®: Elevate Every Transaction to Experiential Service” - You are invited! In this interactive, high-voltage session we will heighten day to day “Here Ya Go” hum-drum service to a personalized “Savor your Pumpkin Spice Latte” culture. Turn customers into advocates at each touchpoint in the service journey. Through vivid and memorable communication, purposeful body language and positive reinforcement, each moment of truth will come alive for those we serve. Participants gain from this session:

- Shared tips and wisdom from the presenter plus stimulating group conversation
- Customized workplace tools that immediately apply to the workplace
- Storytelling and exercises to illustrate course concepts
- A working understanding of the seven elements of Guest Service Gold® {Authenticity, Intuition, Empathy, Champion, Delight, Deliver, Initiative}

About Stephanie: Raised in a Disney culture of hospitality, Stephanie learned from her grandfather, whose hotel prospered just a few miles from the future Disney World. That early inspiration led Stephanie to the front desk of Chicago’s Drake Hotel, and continued with high-profile roles with Ritz-Carlton Chicago, Hilton Hotels, and Hyatt Corporation. Each guest interaction pointed to understanding the heart and brain of service excellence.

As past president of the National Concierge Association-Chicago and a distinguished Les Clefs d’Or concierge, Stephanie pivoted into Learning & Development, coaching, teaching and training, always relying on the spirit of “Every patron is a guest!” Continuously approached to teach SERVICE over the years, and to SPEAK on her favorite subject, Stephanie founded SERVICE SPEAKS. The first service communication course was presented to Chicago Public Schools principals in 1998. With education top of mind, Stephanie works in tandem with executives, human resources, and internal leadership at all levels. Stephanie is a Certified Guest Service Professional and is an endorsed CGSP instructor worldwide.

*A satisfied customer
is the best business strategy of all.*

~ Michael Leboeuf

Price and product advantages erode at the click of a mouse or the clip of a coupon; a solid personal relationship, with the customer’s best interests in mind, holds its value long after the sale is complete.



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ALFIO CARROCCETTO

Senior Consultant

The Omnia Group

"Employee Retention Strategies for Keeping Top CSR Talent" - Managers will learn actionable strategies for Recruiting, Engaging and Developing top customer service reps in order to build a lasting team of successful employees. Breaking things down to a personal level and identifying key behavioral factors that motivate and engage employees, you will learn how to increase retention rates and save your company from the extremely high cost of losing your top talent. Come see how to build and keep a team of only the best.

About Alfio: Alfio Carrocetto is the Senior Consultant at The Omnia Group, and an experienced entrepreneur and business owner. Alfio provides employee hiring and retention guidance to senior-level executives for hundreds of domestic and international businesses. His scope encompasses a wide range of industries, with particular emphasis in logistic sales, credit unions and banking, automotive, staffing and health care. Alfio focuses on teaching other leaders how to hire the right people for success.



KELLIE SIGH

Division Head of Customer Service for MPS and President of KJS

Milwaukee Public Schools (MPS) and KJS Consulting, LLC

"Tips for Improving Service Excellence: Understanding Personality Types and Other Customer Behaviors" - Far too often in customer service we become stuck in the "treat others the way that you want to be treated" mantra. Although this approach to customer service has its merits, it also has limitations. Customers want to be heard, treated with respect, valued, have their questions answered and to be helped by someone who is pleasant and knowledgeable. Yet, more is required. The ability to assess a customer's personality type (coupled with a basic understanding of generational differences) will position the customer service professional to deliver service in a way where customers are treated in the way that they wish to be treated.

About Kellie: As the instructional designer of three levels of customer service training for MPS, Sigh has trained over 2,000 individuals including teachers, educational administrators, support staff, board members and students. With over 25 years of experience in customer relations, Sigh draws from her background as a consultant and work in both the public and private sectors. Sigh is recognized for an engaging presentation style and a deep passion for customer service. She holds a Bachelor of Arts degree (conferred with honors) from Alverno College and is currently completing a Master's in Business Administration with a concentration in Corporate Communication from Concordia University-Wisconsin. She is the President of the Greater Milwaukee Chapter of the National Customer Service Association, a professional member of the National Speakers Association and the Association for Talent Development and is an External Assessor for Alverno College. She is married with two adult children.

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KELLY WARD

Manager, Customer Experience Sales Center

BATTELLE

"It's Been Created, Now We Need to Sustain it and Make it Contagious" - The Good, Bad and Ugly of sustaining a Customer Service Culture.

Creating a culture is the easy part, sustaining the culture makes things a little more challenging. Kelly will discuss what has worked as well as what has been extremely ugly in the quest to making a customer service culture sustainable, contagious and fun!

About Kelly: Kelly leads the Customer Experience Sales Center at Battelle, the world's largest nonprofit research and development organization, with over 22,000 employees at more than 60 locations globally. Kelly graduated from Miami University and has over 15 years' proficiency in the customer experience world. Kelly's experience ranges from supporting clients in the National Security, Pharmaceutical and Medical Devices and Energy and Environment arenas, working with both commercial and Government clients. A year ago, Kelly was tasked with implementing the first Customer Experience Sales Center at Battelle, transitioning a "phone operator" type role into sales and business development role. With the responsibility of fielding all inquiries from the webpage, email and phone, and the goal of responding within 24 hours, Kelly's team has been able to effectively respond to thousands of inquiries, most within 6 hours, and generating business with new clients. With Kelly's passion for leading a best-in-class customer experience team and culture, she has given multiple presentations both internally and externally on the importance of sustaining a customer service culture and making it contagious!



DAVID BROWNLEE

CEO and Founder

Pure Customer Service and The Brownlee Group

"New! Your Customized Roadmap To Customer Service Excellence - (3) Easy Steps To Optimize & Improve Your Customer Service" - This course will help you gain more referrals, build raving fan clients and provide a world-class customer service experience. You will walk away with a customized, step-by-step roadmap to assist you in taking your customer service from where it is now to where you want to be. You will discover how to architect, implement and gain buy in for your improved customer service culture. You will discover all of the tools and short cuts to optimizing your customer service experience in a fast, easy and fun way. This program will be hands on and engaging so that you walk away with a blueprint that you can take back to your organization and effect lasting change faster and easier than you may have ever experienced.

About David: David is the author of *Rock Star Customer Service* and was a Business Results Coach for Tony Robbins. David is considered one of the leading experts in customer service training and consulting.

After surviving being kidnapped at gunpoint, stabbed and released, David had an awakening in his life. Helping others achieve their goals and dreams is David's passion and mission in life.

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Over the years David has taught over half a million business owners and individuals through his live events, coaching and multimedia products. He has also started and sold several companies. His past clients include Fortune 500 clients such as McDonalds, American Express, Microsoft, Nike and others. He has worked with major Hollywood Studios such as Dreamworks, Paramount Pictures, Universal and MGM. His celebrity clients have included Danny DeVito, Denzel Washington and more.

David holds the title of the biggest winner in the history of the Hollywood Squares Game Show and has been featured on the hit TV show, House Hunters International. He has been quoted in *Time Magazine* and *People* on various topics and has contributed to *Wedding Planner Magazine* and others. David has also been featured on ESPN Radio and local news stations.

David's passion for helping others led him to co-found a charity to help build schools for children in Kenya and El Salvador.

David has been blessed to lead a life following his passions which include traveling to over 44 countries, racing motorcycles, competing in triathlons, DJing, singing and playing guitar in bands internationally, surfing, snowboarding and golfing. He is a dedicated husband and father and enjoys spending quality time with his family and friends.

"Life is an adventure – live it up!" David Brownlee



CJ PRIVONZNIK and MARI PAT VARGA

Co-Founders

Spread The Word, Inc.

"Creating a Signature Service Culture" - Activate your company's core values, engage your employees and wow your customers.

- Is the service you deliver as unique as your signature?
- Do your employees know how to operationalize your values?
- Do your customers consistently spread the word about your service?

When your employees are engaged, appreciated and encouraged to bring their special touch to every customer interaction your customers will experience something memorable. During this interactive 90-minute session you will discover how to:

- Turn your team members into "Action Ambassadors"
- Translate core values into "signature moves"
- Leverage body language, tone of voice and words
- Engage employees by appreciating their unique contributions

Your team members will discover their unique strengths and how their qualities will add value and contribute to

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the experience of their customers and colleagues. Signature Service is designed to increase team productivity and operationalize excellence.

About CJ and Mari: CJ Privoznik and Mari Pat Varga are passionate about the employee and customer experience, beginning with personal branding, marketing, and communications. They've worked for and with Fortune 500 companies as members of senior leadership along with assignments on the frontline working in the trenches—and everything in between. Their expertise is across multiple industries ranging from technology to health care to manufacturing to financial services. They've coached senior business leaders, integrated cultures during mergers, and trained employees to be the best they can be from strategic leadership to very tactical processes. CJ and Mari Pat love what they do, roll-up their sleeves and work with individuals and teams to deliver the kind of experience your brand demands. Together, they co-founded and recently launched Spread the Word, Inc. in 2016 because they believe any individual and organization can excel and be successful through effective engagement and communications!



MARLENE LEE SUMMERS

Vice President, Customer Support Services & Community

Zuroa, Inc.

"How to Glow As You Grow: How Continuous Transformation of Your Customer Service Organization is Essential to Foster Customers for Life" - Congratulations! Your company is making money and thriving! You have a product or service that people want and need. Your customer base is expanding rapidly. You feel fortunate to have the ability to hire more and more employees, from 10 to 50, 100 to 300 and beyond. Now that you have more people, will it be easier? Is it time to rest of the laurels of your hard work? You figured out the formula to pave the road for future success, right?

Nope! Guess, what? How you ran customer service in your small company won't work as you grow. We have all heard stories and have likely experienced it ourselves: a great young company started out really caring for each of its customers, knowing them by first name and giving them a fantastic experience with each service interaction. Times goes by, the company becomes "big", loses touch with its base and customer satisfaction plummets. In a blink of an eye, smaller companies emerge and carve out their piece of the market, using superior customer service as their competitor differentiator. The now big company looks around and cannot understand what went wrong and when they lost touch.

The adage, "the faster you rise, the harder you fall" holds true. As Customer Service leaders and professionals, it is our job to make our organization 'grow-ready' and resilient against the popular traps that companies fall into when scaling. When you do not scale and evolve your people, programs and processes, you are placing your company and its future at risk, along with your professional career and reputation. Rapid growth without adaptation drives chaos, confusion, loss of productivity, inefficiencies and cash flow leakage. The results can be toxic: drops in customer satisfaction, customer disengagement and ultimately the loss of the customer—impacting corporate earnings. The customer service team which contributed to your initial success now becomes the source of the problem—resulting in reorgs, layoffs and other organization actions which can breed either more chaos and dysfunction.

In this engaging session, you will learn practical and proven growth strategies from Marlene Summers, an award-winning Silicon Valley software executive who built her technical support team from 3 to over 40 experienced

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support professionals while maintaining and even increasing customer satisfaction at a software start-up which is poised to IPO. Marlene will share everything that went right and wrong in her 6.5 year tenure at the Zuora, Inc. Attendees will receive a playbook covering topics including:

- Top factors which affect customer relationships at each growth stage
- Recognizing growth inflection points through quantitative metrics
- Understanding how corporate growth affects customer experience
- Social media's role in creating and maintaining loyalty
- Employee career development plans which reinforce positive customer relationships
- How creating great customers leads to personal career opportunities for yourself
- Gaining executive buy-in for your organization; your growth plan
- Course correction techniques when you are trending down

Most importantly, Marlene's presentation style centers around storytelling and the art of delivering the messages that matter the most. Memories are special moments that tell our story, reflecting on them always along your path to success and greatness.

About Marlene: As a silver award winner of the Stevie Award for Female Executive of the Year - Computer Software, Marlene is a recognized industry trailblazer, born to do customer success at high-tech software companies. An insightful technical leader with twenty years of experience in enterprise software and application, she knows what it takes to launch, sustain and grow Software-As-A-Service products offerings and deliver a fantastic customer experience in fast-paced Silicon Valley environment. She is currently the Vice President of Customer Support Services and Community at Zuora, Inc, the world's leading subscription management platform.

With a degree in Computer Science and Applied Math from Colgate University, she focused on database application development as an advisory software engineer at IBM. After filing three patents relating to multidimensional database design and serving as an engineering team lead, she shifted into project management and software delivery. As a certified Project Management Professional, she successfully delivered dozens of products and services, partnering tightly with cross-functional teams.

Her passion for customer success led to management positions in client-facing organizations, directing teams distributed throughout the United States, Europe and Asia-Pacific. Marlene joined Zuora in 2010 as the first Customer Success Manager before transitioning to build out the customer support organization, which provides 24x7 support through four service centers, delivered by over 40 experienced support professionals, achieving a 96% Customer Satisfaction rating. In 2016, Marlene expanded the scope of her team with customer advocacy services, technical documentation and community. Her Customer Support Services and Community organization focuses on delivering the best customer service possible, aggregating content by bringing together sources of knowledge and information, deflecting support tickets to save costs and giving customers value-add services to enhance operational efficiency and drive revenue.

Marlene is a passionate leader, presenter, technologist and promoter of the power and importance of diversity in the workplace. In 2015, she founded and now serves on the Executive Steering Committee of the Zuora Women group, Z-Women. The organization now boast five regional chapters in San Francisco, CA, San Mateo, CA, Boston, MA , Beijing, China and London, U.K. Through Marlene's leadership, Z-Women organized 28 events in 2016,

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reaching 700 attendees event participants consisting of Zuora employees, Zuora customers and children. She recently delivered a provoking speech on the topic of diversity at the Zuora Global Kickoff Event.

Marlene recently received the 2017 Silicon Valley Business Journal's Women of Influence award. She is a dedicated wife and proud mother for four young girls ages 8, 4 year old twins and 2 - her eldest daughter has already learned how to code. Marlene's lifelong passion for health and fitness led her to become a competitive age-group triathlete who received the All-American status in 2016, a distinction awarded to the top 10% of athletes in the United States. She is currently training for the USA Triathlon National Competition to be held this August where she will compete for a spot on Team USA and qualification for the World Triathlon Championships in 2018.



ARJUN SEN

President and CEO

Zen Mango

"Customer Karma® - Create Genuine, Life-Long Customer Relationships" - focuses on "building relationships" one customer at a time. It will illustrate how you can significantly increase your "per store sales" by focusing on ONLY ONE ADDITIONAL customer per week. It will forever change the way you view your customers.

The number one challenge for most companies is to be profitable without a big marketing budget. An average brand loses 25% of its customers every year. You must attract 30% more customers to get a net 5% increase in profit. What if you could reduce your customer losses to 20%? That would immediately double your profits to 10%.

Customer Karma identifies and delves into the concept of Leaky Bucket®; the loss of customers to a brand. You will be able to identify the leaks in your company, prioritize them, and then learn how to fix the most important ones.

Through your lessons from Customer Karma, you will train yourself and your team how to observe your customers, in a way that helps you identify the big picture, and understand the customer experience. You will be able to understand the customer's needs and what they are looking for. Papa John's online ordering system, currently more than a BILLION-dollar annual resource, started with observing how customers ordered pizza over the phone.

About Arjun: My corporate experience was the perfect place to learn about the importance of the total experience, as every experience is custom created for each guest. It also taught me that long-term success is all about transactions, or traffic. The number of transactions is the one number that is real. Even for a single store operator, success is defined by how many times he opens the cash register and how much money he puts in every time. If he is opening the cash register fewer times every day, he should be worried.

After earning my undergraduate degree in aeronautical engineering from the Indian Institute of Technology in Kharagpur, India, and my MBA from Brigham Young University, I started my corporate career at Pizza Hut. Next, I worked with Boston Market, assisting the brand's evolution from Boston Chicken to Boston Market, and I was one of the founding members of Einstein Bros., instrumental in determining the guest experience for the brand.

In my last corporate job, as vice president of marketing and operation services for Papa John's International, I designed and implemented a guest-experience-focused online ordering system, the first system of its kind. Since

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the system's implementation, the pizza chain's revenue from online ordering has increased by more than 50 percent every year, and the company recently completed more than \$1 billion in transactions. I was also part of the team that worked on the Pizza Hut v. Papa John's lawsuit, which has become a benchmark for one of the most successful comparative advertising campaigns.

Since 2001, I have been the president and CEO of ZenMango, a marketing consulting firm working with a variety of companies that include restaurants, retail brands, service brands, nonprofits and charities, academic institutions, top golf professionals, and other guest-experience-driven industries. In the book, I have included the commonality from all of my learning, and that is the essence of using Customer Karma to build a long-term relationship with customers.

CORPORATE EXPERIENCE

- VP of Marketing and Operations for Papa John's leading 3000+ restaurants
- Sr. VP of Marketing, Jillian's Entertainment
- 20+ years' experience in marketing, branding, consumer research, strategic planning and operations

CONSULTING EXPERIENCE ACADEMICS

- VP of Marketing and Operations for Papa John's leading 3000+ restaurants
- Bachelors in Aeronautical Engineering from Indian Institute of Technology, Kharagpur, India
- MBA from Brigham Young University
- Faculty at the University of Colorado, Leed's School of Business
- Co-Chair, Colorado Governor's Small Business Council

Email: arjun@zenmango.com

CustomerKarma: CustomerKarmaSpeaking.org



ANITA TORRES

Owner and Certified Executive Coach

Passion Powered Consulting, LLC

"Motivate Your Service Team with Get R.E.A.L Practices" - If you're struggling to keep your team inspired, motivated, and engaged, look no further than within yourself. Yes, you—the leader, manager, or team leader! Studies show leaders hold the "golden key to engagement above all the top drivers and most specifically through their interactions with others." You've GOT the power to raise the levels of engagement—one person at a time! Get away from your devices and let's get REAL with people. In this highly interactive and experiential session, we'll explore the meaning of engagement and practice passion powered leadership strategies you can use right away to increase engagement levels in your organization. The four Get R.E.A.L. practices are designed to deepen relationships and increase productivity using the latest neuroscience research on the impact of authentic leadership and communication. Get ready to have fun and get R.E.A.L! Laughing at yourself is encouraged!

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About Anita: As the owner of Passion Powered Consulting, LLC, Anita, the Passionista, Torres brings her "New York" and "Miami" energy to everything she does. She is a highly motivated and passionate Certified Executive Coach, Learning and Performance Consultant, Certified Passion Test Facilitator, a Six Seconds Certified Emotional Intelligence, and a Certified Conversational Intelligence® Skills Coach. Anita is driven to guide others to "Be Passionistas or 'Passionistos'" in their own life and work. With over 20 years of training and development experience, Anita takes pride in inspiring leaders to communicate simply, engage teams powerfully, and to BE leaders worth following through coaching, training, and consulting. Anita's family name defines her purpose in life: Training Others to Realize their Right to Extraordinary Success! She has created the "Get R.E.A.L." framework to ignite authentic and passionate engagement in business and in life.



VALERIE BECK

Founder

Chocolate Uplift and Valerie's Original Chocolate Tours

"The ABCs of Sweet Success in Spectacular Customer Service" - What separates so-so customer service from a spectacular customer experience? How can you and your team provide such spectacular customer service that your customers—and you and your team—will be inspired to organizational loyalty and ambassadorship, and even an uplifted life? Spectacular customer service starts with spectacular team culture and empowerment. Implement the ABCs of Sweet Success in Spectacular Customer Service—Attitude, Belief, and Commitment—through tactics involving intentional mission-based culture creation, knowing the why and the why not, instituting effective and efficient empowerment, and more. We will also explore ways to encourage your team to build its own customer service momentum using your "magic mantra" that we'll create, so that a culture of spectacular customer service becomes self-renewing and self-improving. Spectacular customer service radiates outward through your handling of attitude, belief, and commitment, for sweet success with your team and your customers.

About Valerie: Valerie Beck, founder of Chocolate Uplift and of Valerie's Original Chocolate Tours, is a cheerful chocolate expert on TV and radio and in print, and has been profiled in multiple media outlets such as NBC, ABC, WGN TV, WGN Radio, USA Today, The Chicago Tribune, and Crain's Chicago Business.

She is an upbeat and engaging speaker and blogger on all things chocolate. She speaks frequently on topics such as the history and health benefits of chocolate, such as in her presentation "Eat Chocolate, Be Skinny," where she teaches how to interpret labels to discern what's really in your chocolate. She also speaks on business and motivational topics, with a chocolate twist, such as in her presentation on "The ABCs of Sweet Success."

Her chocolate consulting work ranges from helping brands create and launch new chocolate bars, to helping cacao growing nations promote their products.

Valerie is also a popular judge at chocolate competitions such as the annual World of Chocolate event in Chicago, and at business plan and innovation competitions.

Valerie is a pioneer in the business of chocolate tourism and other chocolate services to the public, to the trade, and to cocoa growing nations. Chocolate Uplift is the umbrella for all of these offerings. Chocolate Uplift provides entertaining and educational services to the public including trips to chocolate festivals around the world, and

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chocolate wellness seminars. Chocolate Uplift also provides valuable services to the chocolate industry, such as consulting to chocolate brands particularly in the small-batch and fine chocolate categories, importing fair trade cocoa beans and chocolate baking discs directly from ethical sources, and arranging origin trips to cocoa farms for bean-to-bar chocolate makers and others. In addition, Valerie consults for cocoa growing nations such as Ecuador, to promote their ethical cacao and chocolate.

A Chicago native, Valerie created the first chocolate tours when she founded Chicago Chocolate Tours in 2005, to introduce chocolate lovers to small-batch chocolate shops and bakeries. With her team of “Choc Stars” she grew the business to become a well-known and award-winning tour company, which opened in Philadelphia and Boston in 2009, and developed footprints in additional cities. In 2016, Valerie relaunched the business as Valerie's Original Chocolate Tours, with renewed focus on sustainable cacao and artisan chocolate.

Valerie invented the concept of the chocolate tour years earlier, when she was a 19-year-old Harvard College senior studying abroad at the Sorbonne in Paris. She had been focused on chocolate since announcing at age 4 that she would drink milk only if it were chocolate. In Paris, she fell in love with truly fine chocolate, and started taking her friends on informal excursions she developed to her favorite chocolate and pastry locations there and in Belgium.

Later, after graduating from Harvard Law School, Valerie practiced law in Chicago and Europe, and took the opportunity during her years in Europe to deepen her knowledge of chocolate and pastry.

Her awards include Influential Woman in Business from the Daily Herald Business Ledger, and Top 100 Woman Owned Businesses from the Philadelphia Business Journal. She has mentored many other entrepreneurs through Women's Innovation Network - WIN, the Chicago City Treasurer's small business program, and through private consulting. And as an Adjunct Professor at Kendall College, she teaches the next generation of business and culinary business owners.

Her philanthropy of choice for her business is CARE, which helps women and families around the world exit poverty through entrepreneurship. Valerie is also exploring and creating projects such as her Chocolate Freedom Walk to help children forced into slave labor on the West African cacao farms that produce the bulk of the world's chocolate, while she promotes fair trade and socially responsible chocolate.

Valerie's mission is Uplift Through Chocolate, because chocolate can change everything from our mood, to the world!

*If you do build a great experience, customers tell each other about that.
Word of mouth is very powerful. ~ Jeff Bezos, CEO Amazon.com*

Providing an excellent customer experience is not only the best way to keep current customers coming back; word-of-mouth marketing remains one of the most reliable methods of getting new customers in the door, and the only cost is maintaining a customer experience worth telling people about.



Speakers continued on page 23

PRE-CONFERENCE ACTIVITIES

SUNDAY, APRIL 9

3:00 PM – 7:00 PM	Conference Registration and Help Desk Open - Room 214
4:00 PM – 5:30 PM	NCSA Chapter Leadership Meeting (By Invitation Only) - Room 208
6:00 PM – 8:00 PM	Pre-Conference Welcome Reception - Grand Ballroom C

CONFERENCE ACTIVITIES

MONDAY, APRIL 10

7:00 AM – End of Day	Conference Registration and Help Desk Open - Room 214
7:30 AM – 8:30 AM	CONTINENTAL BREAKFAST - Grand Ballroom C
8:30 AM – 10:00 AM	Plenary Session: Keynote Speaker, Mark Moraitakis , Senior Director of Hospitality and Service Design, Chick-fil-A - Grand Ballroom D
10:00 AM – 10:15 AM	REFRESHMENT BREAK - Exhibit Hall
10:15 AM – 11:45 AM	Breakout Session #1: Christoff J. Weihman , "I AM the Customer Experience - Taking Ownership of the Service You Deliver & Creating a Culture of WOW!" ROOM: 209
	Breakout Session #2: Dafina Lovelace , "Embrace Change: Transforming Stress To Success" ROOM: 210
	Breakout Session #3: Stephanie Leese Emrich , "Guest Service Gold®: Elevate Every Transaction to Experiential Service" ROOM: 211
	Breakout Session #4: Marlene Lee Summers , "How to Glow As You Grow: How Continuous Transformation of Your Customer Service Organization is Essential to Foster Customers for Life" ROOM: 212
11:45 AM – 12:45 PM	NETWORKING LUNCHEON - Grand Ballroom C
12:45 PM – 2:15 PM	Breakout Session #5: Arjun Sen , "Customer Karma® - Create Genuine, Life-Long Customer Relationships" ROOM: 209
	Breakout Session #6: Kellie Sigh , "Tips for Improving Service Excellence: Understanding Personality Types and Other Customer Behaviors" ROOM: 210
	Breakout Session #7: Stephanie Leese Emrich , "Guest Service Gold®: Elevate Every Transaction to Experiential Service" ROOM: 211
	Breakout Session #8: Kizzy Dominguez , "Elevate Team Performance Using the LDP" ROOM: 212
2:15 PM – 2:30 PM	REFRESHMENT BREAK - Exhibit Hall
2:30 PM – 4:00 PM	Breakout Session #9: Arjun Sen , "Customer Karma® - Create Genuine, Life-Long Customer Relationships" ROOM: 209
	Breakout Session #10: Kellie Sigh , "Tips for Improving Service Excellence: Understanding Personality Types and Other Customer Behaviors" ROOM: 210
	Breakout Session #11: Andreal Huffman , "Building and Maintaining Customer Relationships" ROOM: 211
	Breakout Session #12: Kizzy Dominguez , "Elevate Team Performance Using the LDP" ROOM: 212
4:00 PM – 5:00 PM	RECEPTION: - Grand Ballroom C
Evening on Own	

TUESDAY, APRIL 11

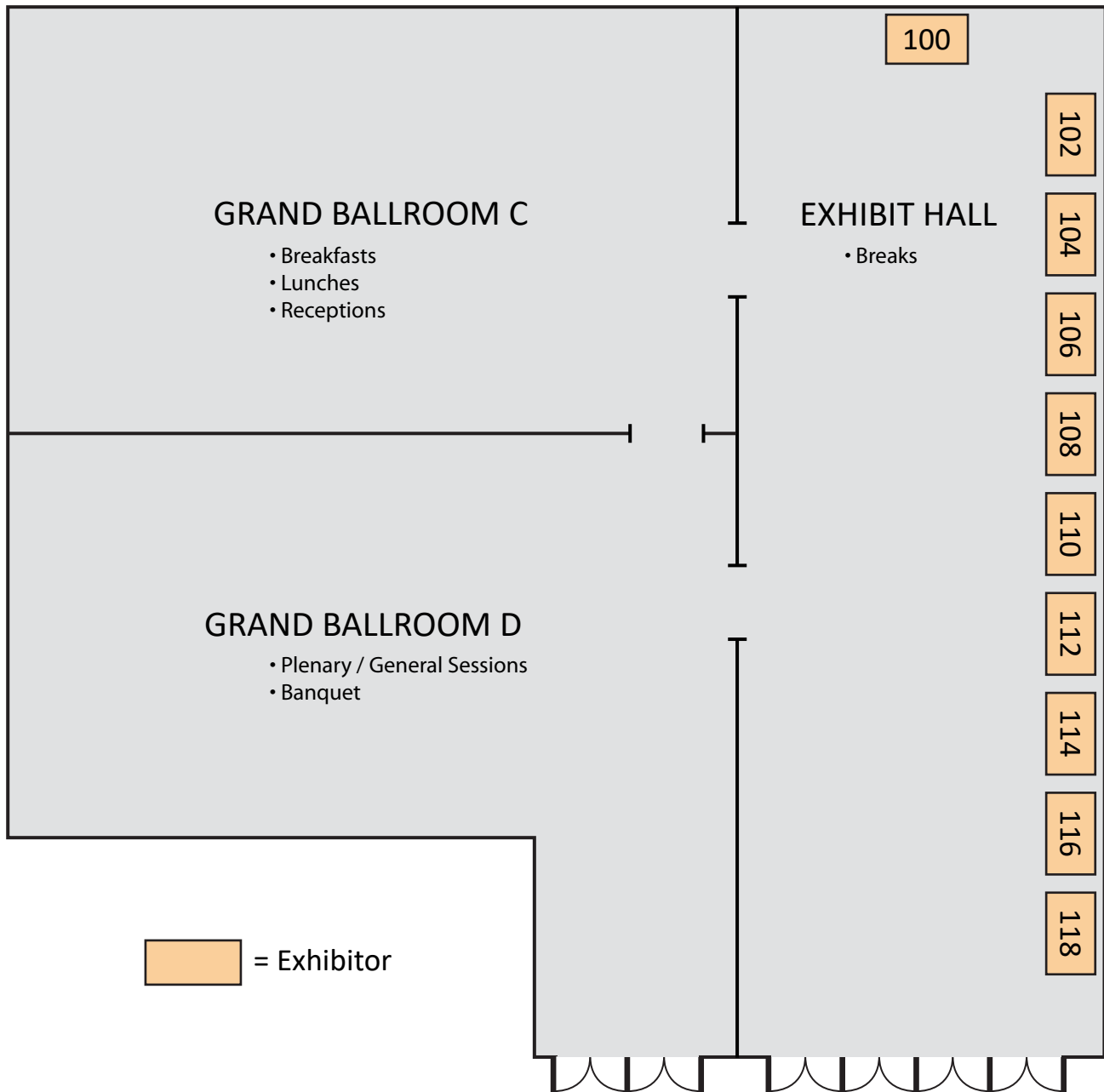
7:00 AM – End of Day	Conference Registration and Help Desk Open Room 214
7:30 AM – 8:30 AM	CONTINENTAL BREAKFAST - Grand Ballroom C
8:30 AM – 10:00 AM	Plenary Session: Keynote Speaker, Jeff Tobe , Certified Speaking Professional, “Coloring Outside the Lines” Grand Ballroom D
10:00 AM – 10:15 AM	REFRESHMENT BREAK - Exhibit Hall
10:15 AM – 11:45 AM	Breakout Session #13: David Brownlee , “New! Your Customized Roadmap To Customer Service Excellence - (3) Easy Steps To Optimize & Improve Your Customer Service” ROOM: 209
	Breakout Session #14: Anita Torres , “Motivate Your Service Team with Get R.E.A.L Practices” ROOM: 210
	Breakout Session #15: Alfio Carrocetto , “Employee Retention Strategies for Keeping Top CSR Talent” ROOM: 211
	Breakout Session #16: Christoff J. Weihman , “I AM the Customer Experience - Taking Ownership of the Service You Deliver & Creating a Culture of WOW!” ROOM: 212
11:45 AM – 12:45 PM	NETWORKING LUNCHEON - Grand Ballroom C
12:45 PM – 2:15 PM	Breakout Session #17: David Brownlee , “New! Your Customized Roadmap To Customer Service Excellence - (3) Easy Steps To Optimize & Improve Your Customer Service” ROOM: 209
	Breakout Session #18: Kelly Ward , “It's Been Created, Now We Need to Sustain it and Make it Contagious!” ROOM: 210
	Breakout Session #19: Alfio Carrocetto , “Employee Retention Strategies for Keeping Top CSR Talent” ROOM: 211
	Breakout Session #20: Chris Privoznik & Mari Pat Varga , “Creating a Signature Service Culture” ROOM: 212
2:15 PM – 2:30 PM	REFRESHMENT BREAK - Exhibit Hall
2:30 PM – 4:00 PM	Breakout Session #21: Kene Iloenyosi , “Emerge Better and Not Bitter: How to Thrive Through Change” ROOM: 209
	Breakout Session #22: Kelly Ward , “It's Been Created, Now We Need to Sustain it and Make it Contagious!” ROOM: 210
	Breakout Session #23: Valerie Beck , “The ABCs of Sweet Success in Spectacular Customer Service” ROOM: 211
	Breakout Session #24: Chris Privoznik & Mari Pat Varga , “Creating a Signature Service Culture” ROOM: 212
5:00 PM – 6:00 PM	RECEPTION: Sponsored by K. Parks Consulting, Inc. (KPC) - Grand Ballroom C
6:00 PM – 8:00 PM	Conference Banquet; Presentation: Christoff J. Weihman , President and Author, ASPIRE Enterprises Grand Ballroom D

WEDNESDAY, APRIL 12

7:00 AM – 11:30 AM	Conference Registration and Help Desk Open Room 214
7:30 AM – 8:30 AM	FULL BREAKFAST - Grand Ballroom C
8:30 AM – 11:30 AM	Plenary Session: Keynote Speaker, Erin Blecha , Director of Fan Experience, The Atlanta Hawks Basketball Club - Grand Ballroom D
11:30 AM	Conference Adjourns

Hilton Atlanta

Conference Center



Conference Exhibitors

SPACE/EXHIBITOR		SPACE/EXHIBITOR	
100	NCSA CENTRAL FLORIDA CHAPTER Orlando, Florida	110	LOMA Atlanta, Georgia
102	NCSA CHICAGOLAND CHAPTER Chicago, Illinois	112	SOTELLUS Gilbert, Arizona
104	OMNIA GROUP Tampa, Florida	114	FIVE STAR ECONOMY Las Vegas, Nevada
106	MEET THE AUTHORS	116	IHP GLOBAL, INC. Kirkland, Washington
108	K. PARKS CONSULTING, INC. (KPC) Melbourne, Florida	118	ASPIRE ENTERPRISES Las Vegas, Nevada

Exhibit Hall Hours

Please visit all Conference Exhibitors!

Monday, April 10: 8:30 AM – 4:30 PM

Tuesday, April 11: 8:30 AM – 4:30 PM

Meet the Authors Schedule

Location: Exhibit Hall

AUTHOR	TIME	BOOK
Monday, April 10		
• Arjun Sen	4:15 – 4:45 PM	<i>“Customer Karma”</i>
Tuesday, April 11		
• Jeff Tobe	10:00 – 10:30 AM	<i>“Coloring Outside the Lines”</i> <i>“ANTICIPATE - Knowing What Customers Need Before They Do”</i>
• Christoff J. Weihman	Noon – 12:30 PM	<i>“Getting to WOW!:</i> <i>Everybody WINS with 5 Star Service”</i>
• David Brownlee	2:15 – 2:45 PM	<i>“Rock Star Customer Service”</i>
• Kene Iloenyosi	4:00 – 4:30 PM	<i>“Finding Your Sweet Spot”</i> <i>“DNA of Talent”</i>



2017 NCSA All-Stars Award Winners



SERVICE PERSON OF THE YEAR
Brian Chia
Eventbooking



SERVICE PERSON OF THE YEAR
Runner-Up
Joshua Robinson
Bolste



SERVICE TEAM OF THE YEAR - Small Business
AWeber Customer Solutions Team



SERVICE TEAM OF THE YEAR - Small Business
Runner-Up
Zuora's Customer Support
Services & Community Team



SERVICE TEAM OF THE YEAR - Large Business
OptumCare Operations Team



SERVICE TEAM OF THE YEAR - Large Business
Runner-Up
Darby Dental Supply Customer Care Team



SERVICE ORGANIZATION OF THE YEAR - Small Business
BioSolutia Pharmaceutical Services LLC



SERVICE ORGANIZATION OF THE YEAR - Small Business
Runner-Up
Gatlinburg Falls Resort



SERVICE ORGANIZATION OF THE YEAR - Large Business
Ultimate Software



SERVICE ORGANIZATION OF THE YEAR - Large Business
Runner-Up
WebPT Service

Continued from page 17



ANDREAL HUFFMAN

CEO/Founder

Relations 2 Business, LLC

"Building and Maintaining Customer Relationships" - This is a results oriented workshop designed for Business Professionals, Small Business Owners, Managers, Frontline Managers, Staff and Customers to enhance the service delivery in order to build and maintain a strong customer relationship. To build and maintain a strong relationship with a customer, a business must treat it like a personal relationship with someone special. To make a relationship last or for that relationship to develop into a strong union you must start off with a strong foundation. The components in building a strong

foundation are great communication, trust, appreciation and loyalty.

The attendees will learn that Communication is the introduction to the relationship because it requires listening and understanding. Trust is being honest and respectful in the relationship. Appreciation is showing that special person that you respect their input by promoting ways to showcase the love in the relationship. Loyalty is having confidence in the person to make sure they would not let you down and they will always stand with you during tough times.

This workshop will detail these components on how to build and maintain a solid foundation for a mutual relationship with your customer.

About Andreal: Andreal Huffman is the CEO/Founder of Relations 2 Business, LLC. Relations 2 Business is a Customer Service Development Consulting Firm which teaches the concept of providing excellent customer services. Relations 2 Business, better known as the Customer Service Coaching Experts, has a successful track record in business Development and Public Relations. Relations 2 Business has help organization increase their profit margin and improve their customer service appreciation rating. Relations 2 Business has worked with businesses to provide respectable standards of customer service training to ensure employer and employees a satisfaction of a job well done.

Ms. Huffman has over 20 years of experience in Public Relations and Building Business Relationships. Ms. Huffman has worked for SC State Government Agencies, National Healthcare Agencies and Community Action Agencies in field of Marketing and Customer Service. In Ms. Huffman most recent position as Public Information Officer with the SC Association of Community Action Partnerships, Inc., she was credited for coordinating training conferences, outreach events and building relationship within the Community Action Network, Community Partners and State and Local Officials. Ms. Huffman has a Bachelor Degree from SC State University in Marketing. She is a Certified Results Oriented Management Accountability (ROMA) Trainer by the National Community Action Association, Certified Strength Based Family (SFW) Worker and a Certified Learning Coach from Temple University.

Relations 2 Business gives back to the community by providing "Community Awareness Forums" in local and rural communities to provide vital information and resources to residents on such topics as: Veteran Support Services, Medicare, Nursing Home Care, Family Care Giving, Alzheimer's Disease, and Youth Empowerment just to name a few.

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DAFINA LOVELACE

Founder & CEO

Embrace Change Yoga

"Embrace Change: Transforming Stress To Success" - Stress is an expensive threat to the balance sheet and customer satisfaction. Today, growing numbers of people suffer from excessive stress; leading to decreased productivity, decreased engagement and eventual burn-out. As a society, we have become increasingly sedentary, overworked, overmedicated, unfocused, and too busy to stop and ask ourselves the most important question: How can I implement a self-care practice that will allow me to show up ready to be engaged where I work, live and lead?

In this session attendees will learn Dafina's exclusive six-step process for cultivating resilience in themselves and their organizations - this approach is rooted in the art, philosophy and science of yoga. This strategy has proven to increase clarity in decision-making, improve creativity, decrease physical tension/stress, enhanced overall health, and develop a new-found ability to fully enjoy the life one is working so hard to create.

Let Go & Let In

- Release limiting beliefs that may be thwarting your progress in your personal and professional life
- Create affirmations that align with your thoughts and words with the life you desire

Visualization

- Understand why visualization of your goals works
- Create a vision board which provides a visual map of how you want to feel and what you want to achieve to the life of your dreams
- 5-minute visualization exercise

Journaling

- Learn to use journaling to clear your mind after a hectic day to reduce stress and get a good night's sleep
- Learn to use writing as a tool for eliminating fear with specific journaling prompts
- 5-minute journaling exercise

Make it Mobile & Do it Daily

- For busy professionals, it's important to take make your self-care practices as mobile as you are, learn several tools and tips to take your self-care process on the road
- Replacing limiting habits with life affirming habits
- Walk away with a daily schedule for ensuring that you are dedicating time each day to your self-care; whether it's 6 minutes or 60 minutes

Additional Self-Care Tips

- Additional ways to promote well-being and set boundaries that honor your time

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About Dafina: Dafina is a senior-level business leader with over 14 years' experience in financial services and manufacturing industries. She has also been practicing yoga for 17 years as a way to maintain health, decrease stress, enhance creativity, and align with her purpose and passion. However, she is more than just a corporate leader and a yoga instructor. As a self-sufficient go-getter, she has kept her eyes on one target... changing the lives of business professionals across the world.

Dafina sparks transformation in high-level professionals, entrepreneurs, and organizations as an executive coach, culture coach, and strategic business advisor. She guides her clients toward outstanding success in business AND helps them to decrease stress, increase clarity in decision-making, and unleash their creative and leadership potential as they rediscover themselves in the process. Dafina helps organizations successfully navigate the emotional side of organizational change (shock, denial, frustration, depression, etc.), create cultures of engagement and increase their bottom line by decreasing ever-rising healthcare costs.

Yoga, meditation, visualization, journaling and affirmations are among Dafina's favorite tools. She believes in making self-care daily process which is mobile; one can that be accessed at home, at work, and on the go! These are the foundation for her innovative coaching techniques designed to help her clients explore, discover, and live the life they are working so hard to create.



KENE ILOENYOSI

Founder and Talent Discovery Coach

Talent Revolution

"Emerge Better and Not Bitter: How to Thrive Through Change" - Change is constant. Yet, most people do not like change; they embrace it like they embrace a root canal, with fear, anxiety and sometimes alcohol. You can survive change or thrive through change, the choice is yours. If you survive change, you lose. If you learn to thrive through change, you will always come out ahead.

This session will teach attendees three important traits they must adopt in order to get the most out of every changing situation. Adapt and thrive, resist and lose.

About Kene: Kene Iloenyosi is a talent discovery coach and helps young adults discover their innate talents and how to use them in a fulfilling career. He is the Founder of Talent Revolution, a company that develops resources to help young adults identify, develop and engage their Talents in a fulfilling career. Kene is a professional speaker, coach, and the author of Finding Your Sweet Spot and his latest book DNA of Talent.

Kene works with organizations like Home Depot, AT&T, Nationwide Insurance, Norfolk Southern, Georgia State University, Kennesaw State University and many more. He is often invited to be the keynote speaker at association conferences.

Take a **chocolate journey** with the **Chocolate Uplift** craft chocolate subscription box!

Enjoy 4 artisan chocolate bars every quarter, every month, or purchase just 1 box, perfect for gifts.



For every box sold, we donate a meal to formerly trafficked children at the CREER Africa rescue center. The chocolate bars are curated by chocolate expert Valerie Beck, and are sustainable and slavery-free, soy-free, small-batch, and scrumptious!

CHOCOLATE UPLIFT ValerieBeckChocolateUplift.com

EMPLOYEE RETENTION STRATEGIES FOR KEEPING TOP CSR TALENT

Tuesday April 11th Rm #211
Breakout Session #15 | Breakout Session #19
10:15-11:45 AM | 12:45-2:15 PM



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BY STEVE MAYERS, DIRECTOR OF CUSTOMER EXPERIENCE FOR HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT, AND NIVI NAGIEL, NCSA

As the world's busiest airport, Hartsfield-Jackson Atlanta International Airport (ATL) is the subject of a famous and often-heard Southern joke: "When you die, whether you're going to heaven or hell, you'll have to connect through Atlanta."

Home to the primary hub of Delta Air Lines, the world's largest hub, and mainline, regional, and cargo airlines, Hartsfield-Jackson hosts more than 2,500 arrivals and departures every day, connecting more than 150 U.S. destinations and 75 international destinations in 50 countries. Hosting 275,000 passengers a day, Hartsfield-Jackson in 2015 became the world's first airport to serve more than 100 million passengers in a single year—and the numbers are steadily rising.

But how does Georgia's largest employer—with more than 63,000 airline, ground transportation, concessionaire, security, federal government, City of Atlanta, and tenant employees—begin to unify such a diverse enterprise around its mission to "be the world's best airport by exceeding customer expectations"?

Steve Mayers, the Airport's director of customer experience, says it's no different than any other multidivisional organizational structure—all play a role in the company's overall goal.

"What we really have to do," Mayers says, "is find the influencers [of all organizations operating within ATL], bring them into a room and work to develop a philosophy for the entire enterprise."

This collaboratively reached core philosophy of Hartsfield-Jackson is, "One airport, same exceptional level of service."

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In the nearly two years since Mayers joined Hartsfield-Jackson, what started as the guest relations unit has evolved into a three-pronged customer experience department consisting of guest relations, ADA (Americans with Disabilities Act), and volunteerism divisions.

With more than 20 years of hospitality experience and leadership positions in companies such as Sandals Resorts, Radisson, and Best Western, Mayers is keenly aware that the success of any organization boils down to its customer service. And for the more than 100 million annual customers of Hartsfield-Jackson, whether they are checking their bags, making their way through security, or ordering a pre-flight snack, “they only see one organization,” notes Mayers. Although Delta Air Lines, TSA, and Sweet Georgia’s Juke Joint are separately owned and operated, passengers perceive ATL to be singularly responsible for their experience.

As such, Mayers takes his role of unifying those 63,000 employees under a collective philosophy of service excellence as vital to the Airport’s overall success. Translating philosophy into a living, breathing practice begins with training. Hartsfield-Jackson has a contractual arrangement with every business within the facility establishing mandatory employee training in matters including customer service, human trafficking, and ADA.

“even though they’re not our employees, we are one family.”

Furthermore, Hartsfield-Jackson has multifaceted rewards programs in place to encourage superior service, from an employee-of-the-month program to a yearly rewards celebration honoring 1,000 employees for their service excellence. For the annual function, Airport partners join to donate prizes, of which the grand prize is valued at \$4,000.

“People are very much aware of the value that they have in the enterprise,” Mayers says.

Continued on page 30



The many faces of ATL’s employees all have one thing in common: They exude a mindset of true Southern hospitality.

Discover your talent, then put it to work.



This is a Talent Revolution! Learn how to discover your talent, put it to work in your dream career and make an impact on your community.

Find out more by visiting www.talentrevolution.me



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MOTIVATED
AND EQUIPPED**
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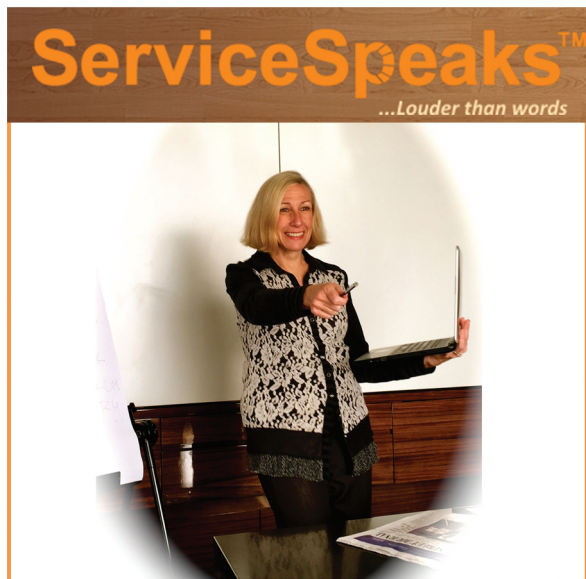
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“one family, treating everyone as a guest. That’s what we’re about.”

The customer experience team also takes the opportunity to ask ATL employees about their perceptions and treatment at a number of touchpoints, including employee checkpoints, and about what improvements can be made. Measuring employee satisfaction at every touchpoint is essential because, as Mayers says, “They are our customers also. They’re our partners.”

In addition, in development is an educational program sponsored by the Airport to offer opportunities for young people to advance themselves. Enrolled employees will be given first preference when leadership positions become available, and some businesses have already signed on to participate.

Inclusive programs such as this are all part of a “holistic view of trying to help employees,” Mayers says. “Because even though they’re not our employees, we are one family. We’re investing in them so that they can make a contribution to us and help make us the best airport in the world.”

The result of these combined efforts is a culture of true Southern hospitality. Mindful that about two-thirds of ATL’s travelers are connecting and only there for an average of two hours, employees recognize themselves as community members—representatives of Hartsfield-Jackson and the city—collectively

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With more than 2,500 daily arrivals and departures carrying 275,000 passengers, the world’s busiest airport strives every day to also be the world’s best airport, by exceeding customer expectations.

Continued from previous page



Ensuring your employees know their value in the organization translates to employees treating customers as their own guests.

responsible for providing an experience of “one family, treating everyone as a guest,” Mayers says. “That’s what we’re about.”

As for measuring the customer experience, Hartsfield-Jackson doesn’t squander a single opportunity. The Airport recently launched a QR code system for collecting feedback at every customer touchpoint, through which a customer can nominate a specific employee or give general feedback on services.

Additionally, users can submit comments on the Airport’s new website, atl.com, and include a Web comment form that will go directly to Mayers’ department. A social media team also monitors customer input on Twitter, Facebook, etc., and shares surveys that followers are invited to complete. Another channel is the ASQ (Airport Service Quality) survey, an in-depth evaluation conducted quarterly by Airports Council International.

Hartsfield-Jackson is also moving toward a system of instant surveys that would enable the onsite customer to deliver a comment immediately. If the customer chooses to leave her contact information, she would receive an immediate response and have the opportu-

nity to speak with a guest relations representative then and there.

This could potentially address and remedy any issues in the moment, before they escalate to social media or otherwise cause unnecessary damage to the Airport’s reputation. In short, Mayers says, “We are trying our very best to make sure that we get as much feedback as possible,” and that it is as easy and accessible to do wherever customers choose to provide it, whether by phone, the website, on Facebook, or onsite.

Of all the companies and agencies doing business within Hartsfield-Jackson, perhaps the most problematic for many passengers has been the Transportation Security Administration (TSA). Last February, ATL’s general manager responded to passenger complaints about excessively long lines at security checkpoints—with 30- to 60-minute delays causing some to miss their flights—by writing to the TSA administrator, pleading for changes to improve wait times.

This ultimately resulted in additional staffing and the installation of “Smart Lanes,” automated lanes that reduce screening times by up to 30 percent. Mayers, however, feels that the government agency has been

a successful customer experience program runs on adhering to a test-retest philosophy every day

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Whether you're going to heaven, hell, or any of the more than 225 worldly destinations, ATL and each of its 63,000 employees go the extra mile to make sure your connection is a pleasant one.

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unfairly demonized, often originating from misconceptions by passengers who are uneducated about the workings of the TSA and are, by necessity, not privy to security-sensitive information that may cause delays.

In addition, the Great Recession of 2008–09 resulted in fewer employees used to operate checkpoints. Mayers' response to these challenges has been a policy of personally taking phone calls daily from customers with TSA-related complaints, and continually educating himself on why issues arise, enabling him to quickly address problems and seek solutions.

For Mayers, a successful customer experience program runs on adhering to a test-retest philosophy every day, which is critical to ensuring that goals are being consistently met. And perhaps no less important is a passion for all aspects of managing the customer experience.

"I love what I do," Mayers says, "because it's challenging every day. It seems like I have little or no control over everyone who operates within my business; however, I have so much influence, through my behavior and the behavior of my team, and I am totally responsible for their behavior from the perspective of our customers. That, to me, is challenging and exciting." ■

Steve Mayers is the Director Of Customer Experience for Hartsfield-Jackson Atlanta International Airport, Atlanta, Georgia

Nivi Nagiel is the NCSA Senior Editor

Service Builders

Say This, Not That

It's no secret that communication is a challenge—perhaps one of the greatest ones in life—because it can be so complex and yet subtle. In addition, communication affects all of our interactions and relationships, in both our professional and personal lives. And what is life without relationships?

In face to face exchanges, Albert Mehrabian's communication studies tell us that the message received is made up of 7% words used, 55% facial expression, and 38% vocal tone. Don't let that 7% fool you. It may not seem like much, but it is an area where we can make some instantaneous improvements by replacing some of our current expressions that really aren't working for our customers with more positive, polite, proactive alternatives.

With the traditionally busy season approaching for many industries, such as retail, hospitality, transportation, and food service, customer service representatives must remember that their customers are busy too. Even a single slip-up in word choice can lose a customer forever. The stress weighing on customers and employees during this time increases the risk of such mishaps, so practice making that 7% count now with these alternatives to negative wording choices:

SAY THIS	NOT THAT
May I put you on hold for just a few minutes? OR May I take your number, find the answer and call you back? (estimate when)	Hang on a minute
OR	
Would you please excuse me for a moment? I'll be happy to help you shortly.	
That's a great suggestion. Let me see how I can meet your need.	We can't do that
I understand your request. Let me contact Karen, who can better help you with that.	That's not my department
I'm going to find out the answer to your question from Doug, because he's the expert in that area.	I don't know
I am happy to help you with that. I will finish helping...	I'm too busy
Here's how I can help you...	It's our policy
It's my pleasure	No problem

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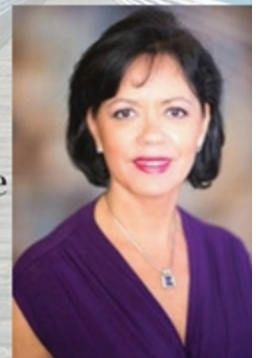
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Service Reminder

Customer Service



How do you encourage your customers to come back to your business?

- Always tell the customer your name and use the customer's name—this “builds” the relationship.
- Be sure to ask if you can do anything further for them.
- Offer a sincere, “whole-body” smile—let them know you appreciate that they chose your business.
- Provide them contact information and encourage them to call you directly if they have any questions or concerns.
- Compliment them on their choice of product or service.
- Thank the customer for coming in and let them know you look forward to serving them again.



Service Statistics

"Interruptions"—Really?

An online poll of 848 U.S. workers conducted by Lee Hecht Harrison in Woodcliff Lake, New Jersey, recently asked respondents, "What do you find most disruptive or distracting at work?" The following results were produced:


% of POLLED U.S. EMPLOYEES	"disruptive or distracting" ELEMENTS
45%	Talkative coworkers
18%	Emails
9%	Odors
8%	Telephone calls
6%	Ambient noise
5%	Office design
5%	Nothing at all

More than one-fourth of the "disruptive or distracting" elements were identified as emails and telephone calls. This number is staggering, considering that most work by virtue of its nature requires communication with others to assure that the job is appropriately done. Emails and telephone calls facilitate that process—it may be someone needing your input, assistance or approval, or vice-versa. When you are the initiator of the call or email, it is because you need something. You certainly expect and appreciate a helpful and timely response. Change your mindset to realize that contact with your "customer"—internal or external—is never an interruption. It is a critical part of your job and represents the opportunity to serve others, which is why each job exists.

A wise supervisor once said, "When the phone quits ringing, I am worried." When that phone call or email comes in, look at it as the opportunity to provide assistance. You are needed when you can and will provide assistance. When your assistance is not needed, you may not be needed either. ■



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