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The Director's Cut Blog:
BusinessVoice.com/blog/the-director-s-cut

Caller Experience Marketing

"Yes, people still call businesses," says Steve. "The question: what is their experience like when they call yours?"

Steve asks that of marketers in all types of industries and, often, they're unsure about the answer. A common response, he says: "I.T. handles the phones. Our Contact Center Director would know."

Steve believes the rise of VPs of Customer Experience and Chief Experience Officers has been a positive change. "As technology has evolved, it's removed much of the human element from the sales and customer service processes," he says. "But smart companies recognize the pitfalls of reducing customer interaction to merely a transactional experience."

Steve is passionate about helping companies uncover new opportunities to improve the customer experience they provide, introducing concepts like CX marketing. In fact, he's designed experience marketing programs for hundreds of organizations, ranging from small businesses to Fortune 500 brands.

"Thanks so much for your help, Steve! One of the best days for us was the day you made a cold call to Craig."

- Elizabeth Reynolds, Chief Retail Officer, First Fed Delta

"Thanks, Steve! I sure appreciate how easy you make this!"

- Courtney Tiernan, Ide Management Group

"You rock!"

- Laura Goetz, Cooper Tire

Presentation Topics

- Caller Experience Best Practices
- CSRs and Customer Engagement
- Caller Experience Program Design
- Proactive Customer Service (Selling without Selling)