



## **'Rethinking the Customer Experience' Altivon Seminar Series**

*Industry Thought Leaders to Discuss Role of Customer Effort in Customer Experience & Loyalty*

**PHOENIX, Sept. 15, 2014**—Altivon announced today that Altivon will be hosting a seminar series focused on improving customer experience through the contact center. Featured speakers include well-known industry experts Sheila McGee-Smith, Mary Murcott and Frank Tersigni. The first seminars in the series will be held in Dallas and Austin, Texas. Altivon designs and implements contact center solutions that reduce customer effort, leading to better customer experience.

"Contact centers play a pivotal role in customer experience," said Frank Tersigni, Altivon Executive Vice President. "Recent research shows that contact centers can strongly influence loyalty and experience by reducing the effort customers must exert. Our seminar series examines both the research findings and ways to implement change."

Attendees will:

- Learn what drives loyalty and what does not—from a groundbreaking research study conducted by the Corporate Executive Board
- Hear key findings on how and why customers complain
- Discover 10 remedies complainants want most and how to achieve them while building customer loyalty
- Review contact center technologies and processes that can effectively reduce customer effort
- Consider how mobile devices are increasingly important to the customer experience
- Discuss specific strategies to drive down customer effort, including a step-by-step process for what to fix first

The seminar series kicks off in Dallas on October 21, followed by Austin on October 22. For more information or to register for these events, go to the following links:

<http://www.altivon.com/event/rethinking-customer-experience-seminar-dallas/>

<http://www.altivon.com/event/rethinking-customer-experience-seminar-austin/>

### **Speakers**

**Sheila McGee-Smith** is a communications industry analyst and strategic consultant focused on the contact center and enterprise communications. As founder & principal analyst at McGee-Smith Analytics she assists both contact center organizations and solution providers with market research, competitive assessment, new product development and sales strategy.

McGee-Smith has been covering the contact center market since 1990 and has more than three decades of experience in the telecommunications industry. She started at AT&T in national-account sales followed by five years in market research. Next she held sales management,

market research and product management positions at data networking firm Timeplex and Dun & Bradstreet. In 1990, she became an industry analyst covering the contact center market for The PELORUS Group. In 2001 she founded McGee-Smith Analytics. She is the Contact Center Track Chair for [Enterprise Connect](#) and a regular contributor to the [No Jitter](#) blog.

**Mary Murcott** currently serves as President of the Customer Experience Institute for Dialog Direct. Previously, Murcott founded an international consulting company servicing Fortune 100 companies. She also served as CEO of NOVO 1, SVP & CIO of Budget Rent-a-Car and Ryder Trucks, and SVP of American Express and DHL Worldwide Express.

Murcott has received numerous awards for building service organizations that drive brand equity. Recently, she was interviewed about Big Data on CNBC. An author of the book *Driving Peak Sales Performance*, she recently published a revolutionary white paper entitled “The Business Case for Repatriation of Jobs to America” that outlines a new operating cost model. This white paper was the impetus for a meeting with President Obama and a feature in the *Made in America* series on *ABC Nightly News with Diane Sawyer*.

**Frank Tersigni**, Altivon Executive Vice President, regularly presents at industry functions and executive meetings, providing insight into such leading contact center initiatives as multi-channel support, customer experience management, social media and mobility. His presentations on building the mobile experience, contact center evolution and minimizing customer effort show how contact centers can simultaneously improve customer experience and contact center operations.

Tersigni has spent his career helping companies evolve their communication processes—both with customers and internally—as new technology has emerged. He has held executive positions within IBM Canada/LGS, NetDriven Solutions, VoiceGenie Technologies, Genesys Labs and Got Corporation. He was a co-founder of CallPro Canada, a leading provider of multi-media customer interaction management solutions.

### **About Altivon**

Altivon provides services and solutions that enhance contact center effectiveness, elevate the customer experience and evolve to meet customer interaction requirements now and into the future. Founded in 1989, Altivon is headquartered in Phoenix, Arizona and has offices across the U.S. and Canada.

Altivon contact center solutions are based on the all-in-one platform from Interactive Intelligence® built to support multi-channel interactions, virtual operations, remote workers and a wide range of additional functionality. The platform also supports business process automation for control over multi-step, people-centric processes. Of key interest to many contact centers are consolidation and virtualization, integrated IVR, mobility, advanced routing, real-time reporting, video chat and back office integration.

### **Contact:**

Frank Tersigni, Altivon Executive Vice President, 602-797-1250 [Frank.Tersigni@altivon.com](mailto:Frank.Tersigni@altivon.com)