



## KELLY MCDONALD

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Kelly McDonald is a marketing and advertising expert with 20 years of ad agency experience. Her company, McDonald Marketing, was named one of the "Top Ad Agencies in the U.S." by *Advertising Age* Magazine. She's been featured in *BusinessWeek*, on *CNNMoney.com* and on XM Radio.

### How to Incorporate Outstanding Customer Service into Your Marketing Plan

#### ABSTRACT:

We all know that the customer is king. In our increasingly competitive business environment, it's more important than ever to cater to customers' needs, desires and provide customer service that goes way beyond basic politeness and courtesy. The best and smartest companies are finding that listening to what customers want and delivering on every promise, no matter how small, keeps customers happy and coming back for more. And terrific customer service doesn't have to break the bank: it's not about spending more to keep customers happy; it's about truly understanding the customer experience from a personal point of view.

Additionally, in today's diverse marketplace, recognizing that not all customers are the same and that needs may differ with cultural values, this session will address key customer insights to best deliver exceptional service to your Spanish-speaking customers.

Customer service is an integral part of the customer experience. As such, it must be addressed holistically in a marketing plan to ensure that the experience of the customer meets the promise of the brand. This session will show you how to incorporate customer service into the development of a marketing plan, not merely address it as an after-thought or separate departmental silo.

#### KEY POINTS:

- Learn the latest techniques that innovative companies are using today to train their staff to deliver exceptional customer service
- Best practices among leading companies and brands will be reviewed
- Learn how to listen for what a customer wants, not just what he/she may ask for
- Learn key insights into delivering terrific customer service to the Hispanic customer
- Specific strategies and tactics will be discussed as well as Do's and Don'ts