

Save The Date!

Distinguished Speakers Series

"Service Process Excellence: Enhancing the Customer's Experience"

Sponsored by:



Date: Tuesday, February 9, 2010 LaCava-325 ABC

6:00 – 7:00 PM

Speaker: Christine Timmins Barry, Senior Vice-President, Convergys

Title: "How Social Networks (or Media) Affects Today's Customer Experience"

Customer Care in the New Digital & Social World Social media has changed not only customer service, but the manner in which customers share their experiences with others. Poor customer experiences that were once shared with a few friends can now be spread to thousands of readers in an instant. Today, 41 percent of customers do not report poor experiences to the company, but they are reporting them to the Web often with devastating consequences for the brand. People understand the importance of social media, but are often not sure how to respond to it.

Convergys, headquartered in Cincinnati, Ohio, is a global leader and customer relationship management.

Christine Timmins Barry, who is a Senior Vice-President at Convergys is also a Bentley Alum.

For planning purposes, if you will be attending this presentation, please register with Mark Davis. For additional information or questions, please contact Mark M. Davis at email: mdavis@bentley.edu or telephone number: 781-891-2739.