

Myra Golden

Customer Loyalty Expert



Myra's customer recovery systems have been used for more

than a decade in corporations throughout North America, Australia, Africa, and the Philippines helping organizations build a multi-faceted customer recovery strategy and create a true customer service culture. One of the leading experts on restoring customer confidence after service failures, she has created customer recovery programs for such clients as Verizon Business, McDonald's, Coca-Cola, Scotts Miracle-Gro, Michelin Tires, and Frito-Lay.

Whether Myra is presenting to an audience of thousands or training a few dozen ... she never fails to WOW conference attendees and employees...

Myra is known to "bring it" in her entertaining, highly interactive and memorable keynotes and training sessions. Whether Myra is presenting to an audience of thousands, training a few dozen, or broadcasting a live webinar on 4 continents, she never fails to WOW conference attendees and employees with her relentless preparation for the event, high energy, and relevant and fresh content. She is co-author of Beyond WOW!

TESTIMONIALS

Myra offers wonderful and practical insights on how to dramatically improve customer service in any organization. Her presentations are entertaining, motivational, and easily understood. The tools she offers are very easy to apply in a customer service environment. If you have the opportunity to bring her in, you'll be thrilled with the results she can deliver. She's flexible and very willing to work with your organization to deliver a solution that will meet your needs and exceed your expectations.

Mike Figliuolo

Former VP, Quality Improvement & Customer Service at The Scotts Miracle-Gro Co.

I appreciated all the pre-work you did to learn about McDonald's training and operational procedures. You did a great job of customizing your training to meet our specific needs. Also, it appeared as though the entire group was completely engaged and thoroughly enjoyed the training.

Beth Vickers

Senior Manager, Customer Satisfaction, McDonald's Corporation

I was very pleased with Myra's presentation, but even more so, I was left with a sense of new energy and desire to put her recommendations to use. I can't wait for Monday.

Tim O'Laughlin

The Coca-Cola Company

Contact Myra

MYRA GOLDEN

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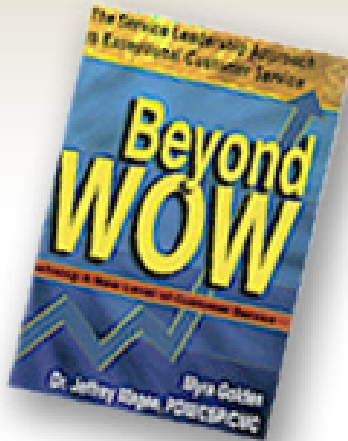
Presentations

Powerful, Actionable Customer Loyalty Presentations

Available as keynote speeches, half days sessions or full day workshops.

BEYOND WOW

Based on Myra's best-selling book with Dr. Jeffrey Magee, this program is crucial for any organization that wants to create a real customer service culture. Myra will give senior executives and customer service leaders the insights, benchmarks, and motivation to deliver on the needs and expectations of customers. From creating warm customer experiences at the initial point of contact to handling complaints as if they were gifts, attendees will learn how to create customers for life at every service touch point.



SOCIAL MEDIA IS THE NEW CUSTOMER SERVICE

As one of the pioneers of social media for customer service, Myra knows all the social networking communities you need to be listening to and participating in and she will show you exactly how to maximize social media for customer service relevance. Myra will position your company to surprise and delight consumers who post gripes about your brand online, show you how to build buzz, and how to manage and protect your online reputation.

Your audience will discover social media secrets of Zappos.Com, Southwest Airlines, and Starbucks and they will get a strategy for wowing customers by scanning social media for complaints and responding with super-quick speed.

CUSTOMER RECOVERY

The 7 Rules for Regaining Customer Goodwill after Service Failures

This presentation builds an indisputable case for the urgent need for companies to rethink and redesign their processes for handling problems and complaints to retain more customers, improve customer satisfaction and increase profits. Your team will learn company specific steps for completely restoring customer confidence after service failures occur. Myra provides advice on how to regain customer goodwill with planning, empowerment, empathy, and training. Case studies, statistics and specific examples provide great proof that growth through customer share (keeping the customers you have) versus market share, is the fastest and easiest way to achieve growth in any economy.

Myra conducts interviews with audience members, executives, and meeting planners to deliver company specific solutions and practical steps to put your company on the fast-track for regaining customer goodwill after even the worst has happened.

CUSTOMER WINBACK

How to recover lost customers and keep them for life
Reducing customer defections by 50% will more than double a company's growth rate. In this talk, Myra shares strategies to help organizations slash customer defection rates, bring back lost customers and build air-tight loyalty. Attendees may cringe when Myra discusses the high cost of customer churn in their own industries, but they'll walk away inspired to take immediate action. This enlightening keynote addresses:

- How to identify customers on the brink of defection
- Steps for re-engaging defecting customers
- Specific recovery strategies to protect your best customers from defection
- A step-by-step process for winning back lost customers