

### **Customer Self-Service**

This session will include discussion around projects that TDS has implemented or will be implementing around Customer Self-Service and reducing Customer Effort. Nicole will share data around the improvements and thoughts around future improvements.

**Speaker:** Nicole Joraanstad, National Manager – Contact Center & Retail Sales, TDS Telecommunications, LLC



Nicole has worked at TDS Telecommunications, LLC for over 22 years. She spent the first 17 years in various roles within the Human Resources department (mostly in Talent Acquisition). She then moved into Operations 5 years ago and has held several roles where she has led Consumer Sales, Retention, Financial Services (including Commercial) and Support operations. Her team covers Inbound Contact Center, Multi-Channel and Retail teams both stateside and BPO partnership. She has helped to drive organizational goals related to improving customer self-service, which in turn improves the customer experience.