

Topic: Improving the Customer Experience with an end-to-end Integrated Support System

As the importance of connectivity increases, so do the expectations of the customer regarding their support experience with providers of those critical services. Communications providers are under increasing pressure to improve the overall customer experience, not just in the B2B context - but in the residential world where home internet and mobile service are the hub of both work and play.

Attend this session to learn how communications providers leverage one connected ecosystem to improve the support experience. Intuitive self-service options, reduced wait times, and automatic prioritization are now realities, and can be delivered over the customers' choice of medium (chat, phone, email). From there, overall performance of the systems and teams can be assessed, using a powerful business intelligence platform to determine what generates common or lengthy support requests, investigate delays and figure out how to prevent issues in the future.

Speaker: Greg Poirier, CEO, CloudKettle



Greg Poirier is the Founder and CEO of CloudKettle. Greg has been in the Salesforce ecosystem for more than a decade. In 2010, he joined Radian6 (acquired by Salesforce), where he grew the digital marketing team. After Salesforce, he was recruited to build the Sales and Marketing engine at TitanFile, a secure document file-sharing company. In 2013, he joined Livelenz (acquired by Mobivity), where his talent for creating efficiencies expanded his role to Chief Operating Officer.

A three-time Dreamforce speaker, Greg is a sought-after presenter and advisor specializing in Revenue Operations. Passionate about giving back, he also mentors emerging talent at his local accelerator and incubator.