

Deb Monfette, Portfolio Sample

Project: Email marketing to attract subscribers to Customer Engagement Magazine, a subscription-based publication.

Email Text: **Discover Exactly How to Engage Your Employees to Turn Customers Into Loyal Fans of Your Company by a Nationally Recognized 7 Star Expert**

What company are you a fan of and why? Is it because you get a great customer experience when you interact with that company?

Today, customer experience is a key differentiator for organizations and brands in any industry. A recent study showed that 68% of customers stopped doing business with a brand because of a bad experience.¹

In spite of this, 52% of businesses across multiple brands identified their top obstacle — lack of a clear customer experience strategy.²

To attract and retain customers, every business needs to:

- Identify a clear vision of their customer experience.
- Document how they will support it.
- Spread the word throughout the company.

You won't want to miss the latest feature video interview and article in Customer Engagement Magazine called, *The Fan Experience: Creating a culture to turn every customer into a fan.*

Editor Ray Stendall interviews **Ruby Newell-Legner**, a Fan Experience Expert. She's on a mission to provide the hands-on training employees need to create a customer-focused work environment where everyone excels at the job. Ruby will explain how to create a culture that will turn every customer into a loyal fan.

She has worked with 28 sports teams in the National Football League (NFL), the National Hockey League (NHL), the National Basketball Association (NBA), Super Bowl XLI, and the 2010 Olympics, as well as companies like GE, Apple, and Johnson & Johnson, organizations like the Air Force Academy, and even the Burj Al Arab, the only 7 Star hotel in the world.

Ruby shares her **7-Point Blueprint** to turn any company culture, of any size, right around. It includes: **vision, talent management, customer insights, Cycles of Service™, standards of service, department communications, loyalty, and recognition programs.**

Does the Fan Experience work?

Case Study

Ruby used the Fan Experience at the AT&T Center in San Antonio, Texas with the Spurs Sports & Entertainment Franchises and outside partners Argus, Aramark, and Levy Restaurants.

Their mission was to improve every level of service that impacted the Fan Experience.

A snapshot of the results they were able to achieve were:

- 17% increase in customer satisfaction in just one year
- 16% increase in Playoff revenue from the previous season
- 19% improvement in renewals

Uncover this blueprint that shows you how to create a culture that will turn your customers into loyal fans and measure the results. **Get your copy of Customer Engagement Magazine now and receive 3 months FREE.**

¹ Parature, from Microsoft, 2015 U.S. State of Multichannel Customer Service Report (2015)

² Harvard Business Review, Lessons from the Leading Edge of Customer Experience Management (2014)



CUSTOMER ENGAGEMENT
MAY 26 - JULY 2015

THE FAN EXPERIENCE
Creating a culture to turn every customer into a fan.
with RUBY NEWELL-LEGNER

PHOTO: Tony Clark (Spurs), Engagement Engineers (Spurs), David & Tracy Kubacki (Lesson from 10 Billionaires Who Run the Odds)

“Deb is not only a stellar writer, but she has contributed very strategic ideas to CEMag. She has a unique way of taking a complex topic and making it easier to understand, while incorporating real events to make it even more engaging.”

Ray Stendall,
Publisher, *Customer Engagement Magazine*

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