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FOR IMMEDIATE RELEASE

MARIPOSA LEADERSHIP, INC. HOSTS ONE OF THE TOP CUSTOMER EXPERIENCE INFLUENCERS OF 2014, ANNETTE FRANZ

Annette Franz, a recognized expert, thought leader and influencer in the field of customer experience management, will be interviewed by Sue Bethanis, CEO/Founder of Mariposa Leadership, on the popular Wise Talk Leadership Forum for executives on September 22, 2014.

San Francisco, CA – September 1, 2014 – Mariposa Leadership, Inc. is pleased to announce that Annette Franz, Director, VOC Consulting at Confrimit, and author of the customer experience blog, *CX Journey*, will be a guest on *Wise Talk*, a popular monthly leadership forum for technology executives, on **September 22, 2014 at 12pm PT/3pm ET**. In an interview with Sue Bethanis, CEO/Founder of Mariposa Leadership, Annette will discuss the importance of the employee experience in any customer experience strategy and offer tips for transforming company culture so that the customer remains the focus of every conversation.

Companies today are embracing customer experience strategies as they hold the potential for a true competitive advantage. Employees play a critical role in the success of customer experience strategies. With more than 20 years' experience, Annette is passionate about helping companies understand the importance of employee experience to customer experience. Annette has led Consulting Services departments for several companies that focus on improving both the customer and employee experience by utilizing software platforms to facilitate listening to and operationalizing the voice of the constituent (VOC.) She is currently Director, VOC Consulting at Confrimit and writes a popular blog, *CX Journey™*, as a way to share her learnings and experiences. Her blog is currently syndicated on CustomerThink, Yahoo Small Business Advisors, FutureLab, Business2Community, and more.

2014 accolades include: #45 of The 100 Most Influential Tech Women on Twitter by Business Insider, Top 10 of 2014 Top 50 Most Active Influencers in #CX – Customer Experience by MindTouch, #1 of Top 100 Big Data and Customer Experience Influencers by Onalytica, #11 Executive Top 60 Customer Experience Influencers by SAP.

For more information on *Wise Talk* and to sign up to participate in this free interactive Forum, visit:

<http://www.mariposaleadership.com/wise-talk/registration/>.

Topics of discussion include:

- Why is it important to put the employee and not the customer first?
- What role does company culture play in a customer engagement strategy?
- What is the link between employee experience and customer experience?
- What are some of the top ways employees can get derailed and take their focus off of the customer?
- What are some tools companies can use to positively impact the employee experience?
- How would you advise a company that wants to execute a customer experience management strategy but has a misaligned company culture?

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Susan J. Bethanis, Ed.D., is the Founder/CEO of Mariposa Leadership, Inc. and hosts the popular leadership forum *Wise Talk*. She is also the author of [Leadership Chronicles of a Corporate Sage](#) and [Leader as Designer](#). Mariposa Leadership provides [executive coaching](#) to [hightech leaders](#). Click [here](#) for press releases, press kit, and press clips.