

## MARIPOSA LEADERSHIP, INC. HOSTS JOHN A. GOODMAN, A PIONEER OF THE CUSTOMER EXPERIENCE INDUSTRY

*John A. Goodman, author of Customer Service 3.0, will be interviewed by Sue Bethanis, CEO/Founder of Mariposa Leadership, on the popular Wise Talk Leadership Forum for executives on October 23, 2014.*

FOR IMMEDIATE RELEASE

**San Francisco, CA – October 1, 2014** – Mariposa Leadership, Inc. is pleased to announce that John A. Goodman, Vice Chairman of Customer Care Measurement & Consulting, and author of *Strategic Customer Service* and *Customer Experience 3.0: High-Profit Strategies in the Age of Techno Service*, will be a guest on *Wise Talk*, a popular monthly leadership forum for technology executives, on Thursday, October 23, 2014 at 11am PT/2pm ET. In an interview with Sue Bethanis, CEO/Founder of Mariposa Leadership, John's insights will help leaders combine aggressive service, technology and empathy to build an end-to-end customer experience that can be measured and quantified.

Even as companies adopt customer experience strategies, they continue to face challenges inherent in high customer expectations, and a need to be able to show measurable payoff for an entire company effort. As one of the pioneers in the customer experience industry, Goodman helps companies build end-to-end customer experience strategies that work. He is co-author of the 1970's breakthrough study of consumer complaint behavior and customer service for the White House Office of Consumer Affairs. His contributions to this research overturned conventional wisdom and were instrumental to repositioning customer care as a potential profit center. Since then, John has "written the book" on the customer experience – literally and figuratively.

Having personally directed some 1,000 customer experience studies for clients worldwide in every conceivable sector, John is an authoritative consultant in the field of customer-driven quality. His first book, *Strategic Customer Service*, offers a panoramic view of his body of work and presents a proven, practical approach for leveraging the profitability of better customer relationships.

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 great customer service no longer enough for a fantastic customer experience?
- How can the service technology available today positively (or negatively) impact the customer experience?
- What are some of the biggest myths of service, marketing and technology that need to be dispelled?
- What are the key challenges companies face when trying to implement VOC processes?
- How can companies get started on quantifying the bottom-line implications of customer experience investments?

### About Mariposa Leadership, Inc.

Mariposa Leadership, an executive leadership coaching firm, has served the Bay Area's most successful companies in Silicon Valley and the SF Bay Area since 1996. High-tech and other demanding industries leverage Mariposa's individual and executive team coaching programs to accelerate leadership performance and foster innovation. For more information, visit: <http://www.mariposaleadership.com/>

### Media Contact

Allison Adams  
415-621-6055  
[allison@mariposaleadership.com](mailto:allison@mariposaleadership.com)

--- End ---