

MARIPOSA LEADERSHIP, INC. HOSTS STEVE CURTIN, CUSTOMER SERVICE EXPERT AND AUTHOR

Steve Curtin, a recognized customer service expert and author, will be interviewed by Sue Bethanis, CEO/Founder of Mariposa Leadership, on the popular Wise Talk Leadership Forum for executives on November 20, 2014.

FOR IMMEDIATE RELEASE

San Francisco, CA – November 1, 2014 – Mariposa Leadership, Inc. is pleased to announce that Steve Curtin, an expert with extensive expertise in the hospitality management industry and author of the new book, *Delight Your Customers*, will be a guest on *Wise Talk*, a popular monthly leadership forum for technology executives, on November 20, 2014 at 11am PT/2pm ET. In an interview with Sue Bethanis, CEO/Founder of Mariposa Leadership, Steve will share insights on the state of customer service today as well as tips leaders can use to raise customer service levels and increase customer loyalty.

Most businesses are keen on creating an exceptional customer experience and inspiring customer loyalty, yet the customer service experience still feel lackluster. According to research by Beyond Philosophy, a customer experience consulting firm, 44 percent of consumers described the majority of customer service experiences they have as "bland and uneventful." Steve has 20 years of experience between hotel operations, sales and marketing, training and development, and customer service roles working for Marriott International, one of the premiere customer-focused companies in the world.

As the Area Director of Training for the New York City market, Steve organized the training efforts at more than a dozen area hotels to successfully coordinate corporate-wide training initiatives. While at the NY Marriott Marquis, Steve worked with a team of Marriott executives to implement training that resulted in dramatic increases in employee and customer satisfaction scores. One such initiative titled The Basics was adapted from the Ritz-Carlton Gold Standards in 1998 and branded by Marriott headquarters to become a company-wide initiative involving more than 3,000 hotels.

Since 1992, Steve has delivered interactive and engaging presentations on three continents, in six countries, and 26 states. Steve has delivered over 600 presentations to more than 20,000 people.

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 exceptional customer service so rare?
- What are some examples of companies doing it well?
- Explain the three truths of exceptional customer service.
- Describe the seven behaviors that improve the quality of customer service.
- How difficult is it to get employees to consider *job essence* as part of their job?
- How can leadership inspire employees to consider *job essence*?

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

--- End ---