



**Welcome to the NACCM 2010 attendee podcast series. Your opportunity to hear from fellow attendees before we meet this October 25<sup>th</sup>-27<sup>th</sup> at The Walt Disney World Swan in beautiful Orlando, Florida. It's not too late to join us for this remarkable event. Visit [www.iirusa.com/naccm](http://www.iirusa.com/naccm) for more information.**

**Today we have the pleasure of speaking with Lisa Kleffner, Senior Project Specialist, Contact Channel at Target. Lisa is participating in our co-located event, Linkage Strategies. Find out more about the event by visiting [www.iirusa.com/linkage](http://www.iirusa.com/linkage)**

**Lisa, could you tell me a little bit about your role at Target?**

**Lisa:** Sure. My team is responsible for facilitating contact channel survey work for Target Financial Services.

**Have you attended NACCM before or Linkage Strategies?**

**Lisa:** No, I have not. But, my former boss has attended and strongly recommended the Conference to me.

**What speaker or presentation are you most looking forward to this year?**

**Lisa:** Well, it was definitely difficult to choose just one. But, I am very interested in the Hunter Douglas presentation about effective techniques for synthesizing and presenting voice of the customer data to senior leadership to prove value.

**What do you hope to gain from your attendance at the Conference this year?**

**Lisa:** For me, it's really learning techniques on how to make our voice of the customer insights more actionable, as well as building up a strong network of resources in the industry.

**What's next for the customer service industry?**

**Lisa:** I think what's next for the customer service industry will be identifying ways that we can be more proactive at solving concerns before our customer has to contact us. I think our customers are increasingly become more savvy and the bar is continuing to rise. So, whatever we can do to proactively address issues before having to have a contact will be where we need to head.

**In keeping with our Disney World location, what character do you most identify with?**

**Lisa:** Well, this is a tough one. I have a four year old and in our house we watch a lot of Phineas and Ferb, which is a cartoon about brothers building things and doing imaginative things and just have a great outlook and always willing to try new things. So, I would have to say Phineas, a character that is open to driving change, is someone I would closely identify with.

**Lisa, thank you so much for taking the time to speak with us today. We look forward to meeting you and the rest of our listeners in Orlando. Don't forget, visit [www.iirusa.com/naccm](http://www.iirusa.com/naccm) for more details.**