



Welcome to the NACCM 2010 attendee podcast series. Your opportunity to hear from fellow attendees before we meet this October 25th-27th 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 for more information.

Today we have the pleasure of speaking with Julie Lodha, Manager of Member Experience at AAA Arizona.

Julie, could you tell me a little bit about your role at AAA Arizona?

Julie: Sure. Here at AAA Arizona my title is: "Member Experience Manager". What I work on are all our CRM initiatives. That includes people, process and technology. So, a lot of work around culture and change management here at AAA Arizona. That includes the technology, so all the CRM applications for our frontline agents working directly with our members. And that's in our branches and our call center, as well as a lot of process improvement projects. Some things we are working on now are turning our current phone tree into a live answer operating team, as well as multiple internal projects around improving the member experience (like call calibration and things like that). It's very operational. And then things around the people. We have a lot of voice of the member work that we do (we use the word "member" instead of customers). We are a member organization. Some of those include an executive immersion program where our executives go out in the field and actually live the day of the life of an employee. Kind of similar to that TV show that's out there right now: "The CEO Undercover". But, the employees actually know who the executives are. And they come back with a lot of really good ideas on improving the member and employee experience. So, those are some of the things I head up here at AAA Arizona.

Have you attended NACCM before?

Julie: I have. I don't remember which year, but I think one or two times before.

What made you return for 2010?

Julie: You know, I'm actually really excited that there are three conferences in one. I got a lot out of the NACCM the last couple of times that I've gone and I've really enjoyed it. I always come back with really good take-aways; things that I can implement or modify and implement. Great ideas from other people and networking with other companies. Definitely having everything under one roof this time (because I've also done Linkage before) is really, really exciting and enticing.

What speaker or presentation are you most looking forward to attending?

Julie: You know, there's a lot. I've actually already started sitting down and trying to map out my agenda so that when I'm there I'm not completely torn, which I am now on a couple of things. There are sometimes two really good speakers at the same time, which is a little frustrating. But, one that I'm really looking forward to, there's a Linkage and NACCM shared keynote session on Wednesday, which is: *"Drive Business Performance – How Leaders Enable a Culture of Intelligent Execution"*. I think that's something that we struggle with and probably a lot of people struggle with is, you know, you give people the tools and getting them excited and really understanding how to execute and create unforgettable customer experiences. That is oftentimes where things fall short or the most difficult, right? Is the people side of things. So, I'm very excited to hear what Fitz (sp?) has to say during that session.

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

Julie: A lot of things. A lot of tidbits I think around change management and culture will be really important to us here. Like I said, we do a lot of work around giving people tools and making operational improvements, but where the rubber always seems to hit the road in member experience or customer experience is really getting employees excited about doing this and understanding what it means to create unforgettable experiences. There's a lot of change management to that. And around metrics. There are a few sessions that are talking about metrics and really gauging how you are doing a member experience or customer experience. I'm very interested in that because it is something that we've been struggling with here at AAA Arizona - really trying to find a way to identify and verify what really moves the needle so that we have something on our dashboard that everybody from the top down can actually identify with.

What's next for the customer service industry?

Julie: That's a good question. Social media and everything becoming bigger and bigger. I think customer service is definitely changing. Expectations are changing. People expect more, companies are delivering less, people are more and more comfortable doing self-service (which I noticed there were a lot of sessions talking about that). I'm not sure. It's going to be interesting. I think there is going to be a lot of shifting in the next few years as our consumer pool changes and we have some of these younger generations coming in and purchasing and what they expect out of customer service.

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

Julie: That's kind of funny. I was thinking about this one for a while. Maybe Tinker Bell. It kind of seems silly. A lot of the customer experience is making things better and spreading fairy dust and making things exciting and interesting and magical. So, I think that's one of the things I enjoy about my job at AAA Arizona is that we really are focused on improving experience. And when you wake up

every day thinking: "Wow. My job is to improve employee experience and customer experience", it's kind of exciting.

Well, we know that we'll have a great experience when we are down in Orlando later next month and we look forward to meeting you there, Julie. Julie thanks so much for taking the time to talk with us today. And for our listeners, don't forget, visit www.iirusa.com/naccm for more details.