



CONTACT: Jennifer Read  
678-393-9990  
[jread@ecianow.org](mailto:jread@ecianow.org)

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FOR IMMEDIATE RELEASE

**Back by Popular Demand and Free to ECIA Members:  
Webinar Dec. 11 on Designing the Customer Experience**

Atlanta, GA - Join ECIA Executive Conference Speakers Thomas A. Stewart and Patricia O'Connell for a **free** Members-only webinar to continue the discussion on [the art of customer delight](#).

One of the most popular on this year's Executive Conference program, this topic is of prime importance to anyone in business with customers - and now, even those members that couldn't make the Conference can hear first hand the authors' practical, evidence-based advice on how to design a successful customer experience. Drawing on deep research and examples from across many industries, Stewart and O'Connell will teach webinar participants how to use service design to set expectations and meet them in every interaction, across every channel, every time. [Click here for registration](#).

"Customer experience is the heart of our industry," commented ECIA Vice President of Member Engagement Debbie Conyers. "Whether it is B2B or B2C, expectations have risen substantially. Executives need to stay on top of the latest thinking to ensure the security of one of their businesses' most valuable asset: the Customer. We are pleased to bring this invaluable information to our members who couldn't attend the Executive Conference in October," she added.

"Giving customers an experience that delights them is simple – but not easy," says Patricia O'Connell, co-author of *Woo, Wow, and Win*. "Our goal is to help businesses understand how to use the Five Principles of Service Design so both they and their customers win, time and again."

**About ECIA:**

The Electronic Components Industry Association (ECIA) is made up of the leading electronic component manufacturers, their manufacturer representatives and authorized distributors. ECIA members share a common goal of promoting and improving the business environment for the authorized sale of electronic components. Comprised of a broad array of leaders and professionals representing all phases of the electronics components supply chain, ECIA is where business optimization, product authentication and industry advocacy come together. ECIA members develop industry guidelines and technical standards, as well as generate critical business intelligence. For more information, visit [www.ecianow.org](http://www.ecianow.org) or call 678-393-9990.