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FOR IMMEDIATE RELEASE

Authors and Popular Speakers Share Latest Customer Experience Thinking
Great Customer Experience Doesn't Just Happen: Here's How to Design One

Atlanta, GA - ECIA is pleased to bring the latest thinking about customer experience to this year's [2018 ECIA Executive Conference](#) at Loews Chicago O'Hare Hotel in Rosemont, IL. Patricia O'Connell and Thomas A. Stewart, popular speakers and authors of the best-selling book *Woo, Wow, and Win: Service Design, Strategy, and the Art of Customer Delight*, will explain how you can use service design to make customer experience reliable, repeatable, scaleable, and profitable: the four pillars of success.

Forget about surprising and delighting customers. Just delight customers—the right customers for you—by designing and delivering experiences that are rooted in empathy and will advance your strategy. *Woo, Wow, and Win* shows how businesses of all kinds—B2B, B2C, across a wide variety of industries—are using service design to differentiate their services, build customer loyalty, and create lasting relationships. Get clear, practical strategies for designing and delivering great customer experiences, from beginning to end.

"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. Registration is filling up, so if you haven't already done so [better register today.](#)" 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."

The ECIA Executive Conference is the only conference where senior management teams from the electronics industry's leading companies - representing the entire supply chain - gather to understand and address cross-enterprise challenges. Here's where you can gain access to industry experts and knowledge, forge the relationships that can make a real difference, and learn how to remove roadblocks to success. The Executive Conference has been a must-attend event for more than 30 years - there is no other event that offers an in-depth look at the electronics components industry and is as geared towards industry-specific education and fostering meaningful relationships across this section of the supply chain network.

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 or call 678-393-9990.