



Lynn Hunsaker

Professional Overview

Author, University Instructor & Professional Speaker

Customer Experience Improvement Strategist

www.ClearAction.biz



Customer Experience Strategist – Lynn Hunsaker



ClearAction Executive Mentoring:

***Clearly see what's needed
to take immediate action***

Take your customer advocacy to the next level:

- Prevent issues systemically
- Align effort with lifetime value
- Embrace negative feedback
- Innovate customers' full experience

ClearAction Change Management:

***Clear the way
for organization-wide action***

Auxiliary customer experience enablers:

- Team recognition strategies
- Leading indicator dashboards
- Marketing skills & operational efficiencies
- Interaction bridges

Significant gains in revenue & profit simultaneously



Leadership & Education – Lynn Hunsaker

Certifications



Certified Manager of Quality



Professional Certified Marketer



Myers-Briggs Type Indicator®



**California Subject Examinations
for Teachers® (CSET®)
BUSINESS**

Leadership



President 1998-1999 Chapter Excellence Award
EVP Programming **VP Volunteers**
VP Treasury **VP Market Research**
VP Workshops



Counselor



Education



VANDERBILT UNIVERSITY

MBA
Marketing
Finance
International



MARRIOTT SCHOOL IN TOP 10 FOR THIRD CONSECUTIVE YEAR

Marketing **B.S. Degree**
International



A.A.S. Degree
Psychology



International Experience – Lynn Hunsaker



Key:

Lived in These Countries

Multiple Visits

Single Visit



Industry Experience – Lynn Hunsaker



Packaging



Hartsville, SC

'88-'92 – Roles:

- Mgr – Strategic Information
- Analyst – Market Research
- Intern – Strategic Planning



Sensory Evaluation



Redwood Shores, CA

'92-'93 – Role:

Mgr – Market Research



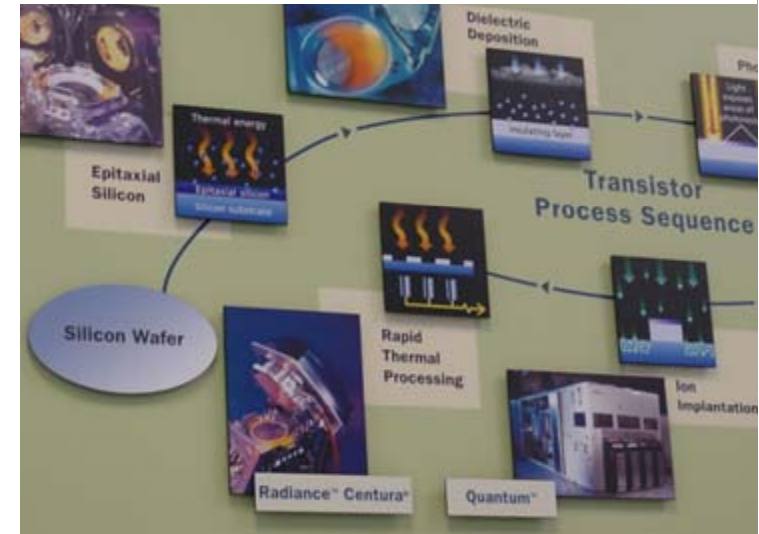
Palo Alto & Cupertino, CA

'93-'94 Role:

Market Research Consultant



Semiconductor Manufacturing Equipment



Virtually every new microchip in the world is made using an Applied Materials system.

Santa Clara, CA

'94-'05 – Roles:

- Dir - Marketing & Business Dev.
- Dir - Marketing Communications
- Dir - Global Quality Programs
- Mgr - Customer Satisfaction Improvement & Quality Metrics
- Program Mgr - Voice of the Customer



Direct Work With Customers – Lynn Hunsaker

Partial List



Belmont Hills Hospital



Thought Leadership – Lynn Hunsaker

customer
THINK

Customer Experience Optimization Delivering Your Brand Promise

<http://ClearAction.biz/Blog>

Best Authors

August 2008



Joseph Michelli
The Michelli
Experience
[Best Article]



Lynn Hunsaker
ClearAction
[Best Blog]

Blogger

The Importance of the Customer Experience in a Down Economy

International Thought Leader Report
First Edition, December 2008



OgilvyOne
worldwide

Peter Lavers, Publisher
Customer Futures

John I. Todor, Ph.D. and William D. Todor, Ph.D., Editors
The Whetstone Edge, LLC

Author

BENCHMARKING STUDY

Journey to Marketing Operations Maturity

Best Practices in Marketing Operations Series

Executive Summary

MarketingOperations
PARTNERS

Author



ASP online.com

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Author



Thought Leadership – Lynn Hunsaker



Customer Experience Optimization
12th and 13th February 2009, Budapest

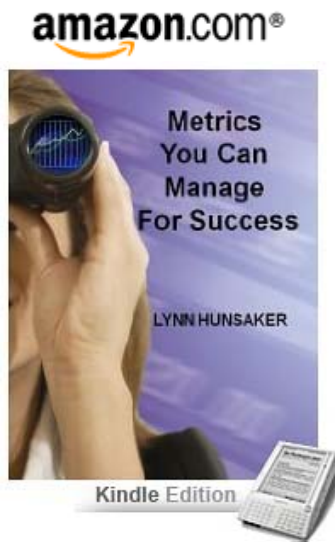
MasterClass Leader:



Lynn Hunsaker
MAB

FIND YOUR REASONS TO ATTEND

Most customer advocacy programs focus on revenue. Customer Experience Optimization grows revenue – but more importantly, sustainable profitability -- by preventing customer hassles, wasted costs, and customer churn. It goes beyond CRM and customer satisfaction surveys through practical tools that can be used throughout your firm to build true customer-centricity. See the world through your customers' eyes, innovate the full customer



Smart thinking ... pass it on.

Home | Marketing Resources | Online Seminars | Conferences | Research

Resources Home | Marketing Articles | Marketing Case Studies | Marketing Online Services

Email | Print | Save

Interaction Bridges: The Best Strategic Tool for Keeping Customer Promises
by Lynn Hunsaker




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Squeeze the Lemons for Loyalty Growth
by Lynn Hunsaker



METRICS YOU CAN MANAGE FOR SUCCESS
\$9.95 - Lynn Hunsaker - 673 KB
How to choose actionable and predictive metrics : measurement dashboards, balanced scorecards,
>>> More...



Contact Center Performance Forum
www.ContactCenter.ning.com/members
September 2008 Newsletter

The Customer Care Network Featured Blog Posts

Customer Experience in a Down Economy

CEM's Weakest Link: 3 Tips for Managing Brand Value



Institute for International Research
CCSF Conference Call Exchange with Web Seminar
Web Seminar
Date: February 2009

About this Guide


Author



amazon.com
[Lynn Hunsaker](#) (San Jose, CA)

So you'd like to... **Improve Customer Experience**

Keeping Customer Promises Interaction Bridges



Thought Leadership – Lynn Hunsaker

Partial List of Presentations Given



Thought Leadership – Lynn Hunsaker

Instructor of Semester Courses



Guest Lecturer

GOLDEN GATE UNIVERSITY



Testimonials – Lynn Hunsaker

- “Lynn has taught us things that would not readily cross our minds
- She has increased our efficiency & accuracy in many areas
- I highly recommend her as a business consultant”



- “Lynn’s assistance was helpful
- I look forward to working together in future”



- “Lynn is a superb strategist, diagnostician, facilitator & team player
- She is the most knowledgeable professional I know in intertwining voice of the customer and marketing operations”



Tools & Guidance – Lynn Hunsaker

On-Demand Training Podcasts
Building Customer Relationships – hear sample:
www.clearaction.biz/podcast.html

Upcoming eBook: “Experience Innovation”
Feb’09 – more information at:
www.clearaction.biz/experience-innovation.html



eBook – Templates, Worksheet, Tips!
20% Discount Code: slideshare
www.clearaction.biz/metricsbook.html

Customer Experience Optimization –
Delivering Your Brand Promise -- subscribe:
www.clearaction.biz/blog

Free 1-Hour Consultation:
CEM on a Shoestring Budget:
www.clearaction.biz/customer-experience-econ.html



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