



GRAND INSPIRATION

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ELIZABETH MERTZ

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ABOUT THE SPEAKER

As Catalyst's director of client services, Elizabeth (Liz) Mertz leads all of the agency's teams in developing long-term relationships with their clients. She is a proven creator of successful integrated marketing programs for the insurance industry, utilizing both qualitative and quantitative research. Mertz has partnered with MetLife Auto & Home, Preferred Mutual Insurance Company, American Family Insurance, and others on impactful campaigns.

In addition to juggling multiple accounts, Mertz juggles multiple car seats. She's mom to four children under age 10, three of them triplets. She earned her master's degree in business administration and management from Saint John Fisher College.

PRESENTATION SUMMARY

Finding the Gaps in Your Customer Experience

Businesses are constantly seeking ways to more accurately predict customer behavior and attitudes. Analytical models and market research offer robust information, but you may be overlooking an innovative approach that can tell you what your customers are thinking, feeling and doing. This research methodology, called Customer Experience Mapping, maps customer emotions and attitudes through the learn, buy, enjoy and advocate stages of the customer lifecycle.

During this breakout session, we will walk through the process of creating a customer experience map, as well as give real-world examples of how companies are able to use their map to identify gaps in their customer communications and processes. This session will provide you with many valuable takeaways:

- Understanding and being able to communicate to your organization the importance of creating a customer experience map.
- Knowing the necessary steps to create your own customer experience map.
- Recognizing what your customers are thinking, feeling and doing at critical points in the customer lifecycle, to enhance your communications for greater customer retention and loyalty.