



Roundtable for CSR & Marketing

March 26, 2024
9:00 – 9:40 am

1

Our panelists



Katie Miller

Sharon Telephone Company

- Customer Development Manager
- 18 years of customer service experience in banking and telco industries



Roman Slabach

Slabach Construction

- Marketing and web content specialists
- Served on the ICA expo planning board since 2022

2

Question 1

5 minutes



Introduce yourself to your table

- What's your name?
- What's your role?
- What's your #1 goal at ICA?
- Would you rather fight 1 horse-sized duck or 100 duck-sized horses?

3

Question 2 - Marketing

5 minutes



Marketing roles are quite demanding and often require teams or individuals to wear multiple hats. **How do you navigate this challenge?**

- How do you prioritize your workload?
 - Deciding where to start
 - Balancing the requests of stakeholders & managers with work
- How do you maximize your time?
 - Deciding what to prioritize
 - Making use of software, AI, partnerships, vendors
 - Being fully present in work

4

Question 2 - CSR

5 minutes



Between increasing customer demands, training workforces, and always new technology, **how do you consistently provide excellent customer service?**

- What do you do in every interaction that sets the tone and manages the experience?
 - On the phone?
 - On your website?
 - In the office?
- How do you build and maintain trust?
 - Gaining grace in case of missteps
 - Coming back from mistakes

5

Thank you!



6