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## Maximizing Profits Through Great Customer Experience

Learn how retaining customers through a great customer experience increases your profits and company success. In these Ted-Talk style presentations you will learn the benefits and methods for providing a great customer experience.

- Moderator and Introduction: Aaron Acker, DeploymentPro “Why Does an Excellent Customer Experience Matter?”
- Colleen Howell, Marathon Deployment, “Best Practices for the Front Office: Value, Insight, Caring”
- Ron Alphin, Parts Now, “Best Practices for the Back Office”



### **Aaron Acker, VP of Business Development, DeploymentPro**

Aaron has over 10 years of IT Services leadership experience and has been involved with IT Service and Support Community since 2007. With a strong background in field service operations and solution development, Aaron is known for his delivery of quality service solutions. He has held positions with a range of Fortune 500 companies and start up organizations including CompUSA TechPro, AT&T ConnecTech, Flextronics Firedog, and Field Solutions.

Aaron is currently the VP of Business Development for DeploymentPro, LLC and is driven to enhance the client experience in the deployment space.

**Colleen Howley, Vice President, Business Development, Marathon Deployment**

Colleen joined Marathon in 2007 to lead large account business development and is responsible for the overall operations and profitability of the deployment division. Her ability to build strong business relationships, lead teams, and create compelling solutions for clients are key elements in the success of Marathon Deployment. She brings 20 years of business development and operations experience including Fortune 1000 companies and small businesses with an expertise in multiple technology sectors. Colleen is currently a member of the ITSS Executive Council.



**Ron Alphin, Vice President of Business Solution Operations, Parts Now**

Ron is responsible for all customer solution and support functions including Training/Tech Support, Value Add Services, and Customer Service (in the US) for Parts Now, and the LMI Solutions family of companies. Prior to Parts Now, Ron spent 8 years at Supplies Network building out their service delivery and support solutions. Ron has been a member of the CompTIA IT Service & Support & Managed Print Communities for the past 3 years, and is currently on the Executive Council for the IT Service & Support Community. He has also served on the Managed Print Services Association Board of Directors since 2013, and he has been an active member of the Standards and Best Practices Committee since its inception in 2009.