

Kathy Shworak, MBA



You built it – did they come?

Is your customer service website a money pit instead of a money maker?

Kathy shows audiences how to:

- ◆ Improve their customers' experience
- ◆ Move more customers from offline to online
- ◆ Reduce call centre costs
- ◆ Get more results from their website

Let your website make a real difference!

Kathy Shworak, Website Strategist and Consultant, has a “do the math” and “show me the money” attitude about managing websites. Different websites need different tools for managing them. Methods used by sales websites don't work for online customer care and customer service websites. They need a different approach!

Kathy demonstrates for your audience how they can be misled by their website results and where they may be investing their time on the wrong website activities. Kathy shows them how to focus their website efforts on what will make them the greatest impact.

Knowledge:

- Over 12 years studying the Internet
- A member of the Web Analytics Association.
- Award of Achievement in Web Analytics
- A member of the Canadian Association of Professional Speakers

Experience:

- Managed corporate websites in deregulating and competitive environments
- Over 20 years working in utilities and telecommunications industries.
- Guided clients to three website awards

Based on five years experience working with and consulting on award-winning websites and over seven years delivering presentations for groups from 20 to 300, Kathy offers an alternative to the Search Engine Optimization's approach of creating and maximizing website value.