

# Is your website a money pit instead of a money maker?

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

Different websites need different tools for managing them. What is your website doing to help reduce call handle time, increase first call resolution and deal with unanswered calls? Methods used by sales websites don't work for online customer care and customer service websites. Customer service companies need a different approach to managing their websites.

Kathy specializes in consulting with companies wanting to shift more customers from calling their call centers to using their online customer care and get tangible results from their websites.



## GET REAL WEBSITE RESULTS WITH KATHY SHWORAK

AWARD WINNING WEBSITE STRATEGIST, CONSULTANT AND MATH JUNKIE

### **Make a difference with your website!**

Website Strategist, Kathy Shworak, has a “do the math” and “show me the money” attitude that illustrates how pay-per-click and search engine optimization is not where the real money is for customer care focused websites.

Kathy's keynote or breakout presentation makes complex web-analytics concepts easy to understand. She demonstrates how your online presence can be an great tool to improve customer satisfaction and make an impact on your company's bottom line. Your audience gets clear steps they can put into effect today to help reduce call center costs and transform their website into a money maker.

Book Kathy Shworak, when your audience needs to get more results from their websites.