

Focus on Customer Service & Pricing



The 2015 MMBA Annual Conference will be held on Sunday, May 17 – Tuesday, May 19, at Arrowwood Resort, in Alexandria, Minnesota. There will also be pre-conference activities on Saturday, May 16.

Is the conference a good investment?

Here is a note from an MMBA Member who attended a past conference:

I just wanted to let you know I talked to the U.S. Bank representative at the MMBA Conference about credit card processing. After seeing my statement she thought they could save me at least \$200 a month.

I switched over from the processor that my local bank was using and saved about \$280 the first month.

This just shows what valuable information you can pick up at the annual conferences.

This Year's Conference Features:

Customer Service Journey Mapping Workshop

Journey maps are an innovative way to explore your customers' interactions with your organization, and reveal the best ways to boost customer loyalty, revenue, and brand engagement.

Journey Maps offer a detailed visualization of the customer experience that you're providing — exposing the good, the bad, and the ugly to form the heart of an effective customer experience program.

By highlighting what customers do, and the emotions they feel while they're doing it, journey maps pinpoint the changes you can make to realize the greatest impact in the most efficient way.

“By taking the time to truly understand how your customers view their experience, you can discover the moments that matter to create customers who love your brand.” —Jim Tincher, Mapper-in-Chief

Heart of the Customer Founder and Lead Consultant Jim Tincher sees the world in a special way: through the eyes of customers. This passion, along with more than two decades of experience spearheading customer engagement initiatives for Best Buy, Gallup, UnitedHealth Group and other new and established companies, has led to his recognition as an industry leader in using customer research to identify unmet needs, develop new products, and improve customer service.

Customer Intelligence, Price Optimization and Customer Satisfaction

Pricing is much more than just dollars and a number.

Higher prices and pricing power are earned.

They do not come automatically.

In order to earn it, businesses need to "do" something.

Presenter Per Sjöfors' long-term interest in pricing as a key business driver led to the founding of his company, Atenga.

Atenga helps businesses gain **better customer insights**, to better **understand their decision behavior**, their **perceptions**, their **drivers** and their **willingness to pay**.

Practical recommendations allow organizations to **sell more**, often at higher prices.

Per will explore how to increase that willingness to pay and therefore set higher prices and increase sales velocity.

Take a Tour of Italian Wine

Riccardo Legnaro, VP Italian Brands at Palm Bay International will be flying in to take you on a wine tour of Italy.

Microsoft Office Training

Per member requests, Alexandria Technical and Community College Technology Specialist Linda Muchow will conduct a Microsoft Office Training. There will be 16 laptops available for use or you can bring your own.

There will also be time to have fun and develop relationships with other attendees and industry representatives

**If you have never been to the MMBA Conference and want to learn more about the event,
view our video at: www.municipalbev.com**