



**Discussion Topic: Customer Self-Service**

**Abstract:** Industry research shows that customer demand for self-service options continues to grow, and that customer service organizations are not investing in technology fast enough to keep up with demand (Forrester, 2015). TDS would like to engage the BMMA and CETS groups to discuss their respective customer experiences and investments in self-service options.

**Presenter: Julie Maiers, Director – Consumer Marketing, TDS Telecom**

**Biography:** Julie has worked in the telecommunications industry for her entire career, spending ten years at Ameritech in Chicago before moving to Madison and joining TDS Telecom. She has worked in various groups including Finance, Product Development, Product Management and Marketing. She is currently the Director of Consumer Marketing, responsible for marketing strategy and operations, an internal creative team, digital marketing, and field marketing. Julie received her Bachelor of Arts degree in Economics from Mundelein College, and her Master of Management from the Kellogg Graduate School of Management, Northwestern University.

On a personal note, Julie is an avid runner and loves to hike; she and her husband and two children have been tackling at least one national park per year for the past few years!

