

Web Sales & Ordering

In the US alone, ecommerce represents almost 10% of retail sales numbers and is expected to grow by 15% in the next year. As more consumers prefer to purchase products and services online, it's important for telecommunications to stay ahead of the curve. Join Cincinnati Bell as they walk through their journey to provide a better mobile optimized shopping experience online. You'll also get an inside view into the new insights they've been able to tap into via Google Analytics.

Speaker: Jonah Wilson, Digital Strategist - Cincinnati Bell



Jonah Wilson has been with Cincinnati Bell for over 4 years working in Consumer Sales, Contact Center and Marketing to implement new digital strategies including live chat support, mobile messaging, social media and digital analytics. Recently, he started working as a Digital Strategist to provide: customer and audience insights, design & user experience, digital and mobile best practices, content optimization, conversions, and increasing loyalty and advocacy.

Speaker: Mike Zilliox, Product Manager – Cincinnati Bell



Mike Zilliox has been with Cincinnati Bell for 19 years and has been associated with cincinnatibell.com from its infancy through the recent launch of the revamped shopping cart in March of 2019. Leaving his early days as a developer in the rear-view mirror, Mike has spent the majority of his time as a Project Manager supporting the company's customer-facing websites as well as a number of internal websites and systems.