

Topic: Broadband Customer On-Boarding

Summary: Bret Arnal – Quality Manager - Customer Experience for MTS – will walk us through the MTS onboarding experience, including how the opportunity was initially identified within the business, the approach used to develop the framework, results of the proof-of-concept, and the next steps for the onboarding program.

Discussion Leader: Bret Arnal, Quality Manager - Customer Experience, MTS

As Customer Experience Quality Manager at MTS for the last 2 ½ years, Bret is responsible for driving improvements in the customer experience by helping cross-functional teams understand their impact on the customer and how they can, as an individual, improve the customer's experience, reduce churn, and increase loyalty. Previous to this position, Bret has worked in various Product Marketing roles with MTS for the past 10 years where he learned to develop products for customers in both the business and consumer markets.

Bret and his wife have an 11-month-old baby girl that has changed their life and enjoy spending as much time as possible at their cottage in the summer months.