

November 4 Hot Topic Call: *Putting Customers First at the First Step*

Discussion leader: Michelle Dion, Manager, Marketing – FFH Value Delivery, Customer Loyalty & Relationship Management, TELUS



Michelle has been with the TELUS team for over eight years. As Manager of the Future Friendly Home Value Delivery team in Marketing for the past three years, her focus is on delivering meaningful value throughout the home services customer lifecycle and ensuring customers have seamless experiences during key moments of truth like onboarding, moves, migrations, product enhancements, and recoveries.

Michelle has held many other roles within Loyalty & Retention Marketing. She's gained experience working on every product in the consumer umbrella; including Postpaid Mobility, Mike, Prepaid Mobility and Home Solutions. Prior to that, Michelle was in the New Grad Leadership Development program, where she began her career at TELUS rotating into different roles and learning the business.

Michelle completed her MBA at Queen's University. She also holds a Bachelor of Commerce with a concentration in Marketing from the University of Calgary.

Topic Summary:

Michelle Dion plans to provide a view into TELUS' recent cultural transformation and how it became critical to initiatives she's currently leading to improve the customer experience. Specifically, Michelle will dive into TELUS' journey to improve the Customer Onboarding Experience through significant cross-functional effort and momentum in the name of its customers and for the future of the organization.