

MCCA Women in Leadership Conference Workshop

Workshop Title

Driving Digital Adoption

Workshop Description

Have you deployed new digital channels like a chatbot, live chat, or social media but your customers keep calling? Learn tactics to elevate your customer and frontline awareness to accelerate digital adoption. Tap into the benefits of cost savings, improved efficiency, boosted customer satisfaction and enhanced scalability.

What You'll Take Back to Your Workplace:

- Practical strategies to increase customer awareness and usage of your digital channels
 - Insights on how to position your brand as digital-first
 - Tactics to guide customers from traditional to modern channels
 - Techniques to empower your frontline team to champion digital adoption
 - Understanding of the benefits of higher digital adoption: cost savings, efficiency, customer satisfaction, and scalability
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Program Outcomes

By the end of this session, participants will:

- Discover how brands are showcasing their digital-first strategy
 - Elevate customer awareness of your digital channels
 - Assess your own organization and identify tactics to help shift the mix from traditional to modern channels
 - Explore how your frontline team can be your digital champions
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Facilitator Bios

Danielle Kovac and Margaret Tsuji are the co-founders and managing partners of Leap2Digital, a digital customer service consultancy that leads with empathy. We believe that any organization can deliver excellent customer service with the right help, regardless of team size or budgets. We bring experience from across sectors and an honest belief in strategic and executional excellence to every project. For us it's about partnership and guidance from the very beginning.

Meet Danielle Kovac

Danielle is an award-winning customer service executive with 20+ years in the customer service industry. As a customer experience strategist, Danielle creates a vision that inspires others to work collaboratively and ultimately deliver exceptional business results. She has a reputation for being a "hands-on" leader who continually challenges the status quo, evolving underperforming functions into high performing, customer-centric teams.

Danielle's superpower is inspiration. She likes to dream big, believes in possibilities, and won't settle for mediocrity. While working at one of Canada's largest telcos Danielle developed her expertise and industry knowledge in the digital customer service space, creating a digital customer care experience that garnered global recognition.

Her greatest inspiration are her children and sees being mom as her most important role. When she's not building business-changing strategies, you'll find her cheering on her daughters either in the forest at a bike race or in a hockey arena. As an outdoor enthusiast she enjoys hiking, snowshoeing and running.

Danielle's Mantra: *Great things never came from comfort zones.*

Meet Margaret Tsuji

Margaret is a thought partner, master collaborator, and dot connector. She's an award-winning customer service leader with experience in strategic planning, marketing, facilitation, and customer service at some of Canada's largest companies in the telecommunications, technology and retail sectors. She's known for building high performing teams and setting new standards for organizational excellence through world class customer service.

Margaret is also a leadership coach. She's an Associate Certified Coach with the International Coaching Federation and is also a Certified Professional Facilitator with the International Association of Facilitators. Her superpower is asking curious questions and shining a spotlight on client challenges, enabling them to find clarity and take action.

Her most important job is mom to her two boys. Her proudest accomplishment so far (other than her kids) is demolishing and rebuilding a small kitchen in her first home in just two weeks. You'll find Margaret skiing in the winter and riding roller coasters in the summer.

Margaret's Mantra: *Integrity is doing the right thing even when no one is watching.*