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### Former Amazon.com executives to visit UM

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The University of  
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## **NEWS RELEASE**

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April 5, 2004

**Contact:** UM Human Resource Services, (406) 243-6766.

### **FORMER AMAZON.COM EXECUTIVES TO VISIT UM MISSOULA-**

Two former Amazon.com executives will offer customer service insight during two Career Development Program sessions at The University of Montana Thursday and Friday, April 8-9. The events are free and open to the public.

Bill Price, former vice president of global customer service for Amazon.com, will present a lecture titled "Service Strategies for Large Organizations" Thursday, as part of the Executive Leadership Development Series in Human Resource Services' Career Development Program. The event is scheduled from 9 to 11 a.m. in the University Center Theater.

Price will discuss philosophies of customer care that are universal in nature. He also will share service strategies concerning "organizational proactivity," in which service providers anticipate the needs of their clients, enhance the customer experience, and increase customer loyalty and retention.

Price's vision helped shape Amazon.com's fledgling customer service department into a world class organization. In early 2001, under the banner of Driva Solutions, his Bellevue, Wash.-based consulting firm, he began relating ways in which collaborative practices within an enterprise can increase employee productivity and drive customer satisfaction.

In addition, Chris Doran, former senior operations manager of customer service for Amazon.com, will present "From Strategy to Tactics: Putting a Customer Service Plan to Work

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in Your Department” from 9 to 11 a.m. Friday, April 9, in Todd Building 203. Doran will illustrate how organizations can collectively raise the level of service once they’ve adopted large-scale service strategies, in addition to outlining how embracing and leading a service strategy occurs on the front lines of senior management.

Call HRS at 243-6766 or visit [www.umat.edu/hrs](http://www.umat.edu/hrs) for more information.

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