



## **How to Make “WOW” Customer Experiences Each and Every Day**

### **Description:**

This will be an audience participating presentation.

### **Terry LaFontaine, Deluxe**

#### **Bio:**

As a Customer Loyalty Consultant at Deluxe, Terry is trained in loyalty and experience methodology and has practical experience turning customer experience concepts into reality. He takes great pride in serving as your guide as you explore the critical issue of customer loyalty.

Having 5 years experience in various strategic roles with Deluxe and 15 years previous Financial Services experience, Terry can quickly define consumer expectations and identify areas for improvement in loyalty and experience..

Terry has a BA in Finance from the University of Wisconsin and resides with his wife Kathy of 26 years in Double Oak Texas.

