



**Myra Golden** runs Myra Golden Media, a customer service and public relations agency that specializes in strategic customer relations consulting designed and tailored for each client's needs.

With more than 15 years of experience, Myra has developed a proven process that positions organizations to regain customer goodwill after even the worst has happened and to improve corporate reputations in the eyes of consumers through improved complaint response and more responsive customer service. Myra Golden Media specializes in a number of areas including customer recovery, customer loyalty, crisis management, call center training, and social media for customer service.

Myra's customer recovery systems have been used for more than a decade in corporations throughout North America, Australia, Africa, and the Philippines helping organizations build a multi-faceted customer recovery strategy and create a true customer service culture. One of the leading experts on restoring customer confidence after service failures, Myra has designed programs to help companies keep customers, even after service failures occur. She has created customer recovery programs for such clients as Verizon Business, McDonald's, Coca-Cola, Scotts Miracle-Gro, National Car Rental, Michelin Tires, and Frito-Lay.

Considered one of the pioneers for leveraging social media for customer service, she has helped hundreds of companies design and launch a comprehensive social media strategy for listening to and getting involved in online conversations about their brand and protecting corporate reputations online. Her Tweeting for Customer Service video and her in-demand Keynote "Social Media is the New Customer Service" has inspired hundreds of companies to explore and launch ...

**Myra Golden**

### Speech Topics

- ▮ Social Media
- ▮ Customer Service
- ▮ Customer Experience

## Testimonials

▮ "Myra, you performed well beyond my expectations, and I truly enjoyed your customer service seminar." ▮

- Verizon.

▮ "I have attended many customer service trainings and I have worked in customer relations for many years. Today I learned more in a few hours than I ever could have imagined! And the way Myra presented the information was wonderful." ▮

- Aveda Corporation.