TARA PALUCK
Director, Client Programs

Tara is Director of Human Experience Programs at fassforward Consulting Group. She has worked with over 20,000 frontline employees and managers across all business channels, developing and facilitating focus groups, professional development, sales skills, and customer experience enhancement. Additionally, she has created and rolled out national Customer Experience training programs.

Over the past several years, Tara has worked with a wide range of leaders facilitating customized leadership workshops, and consults on the understanding, design, and needs of the customer and employee experience.

Prior to joining fassforward consulting group, Tara taught English in China, Japan and South Korea, and designed and sold jewelry in and around Southeast Asia and Italy.

Tara holds an MBA from the Metropolitan College of New York. She studied Comparative Literature at the University of Oregon and holds a BA in Liberal Studies and a minor in Publishing from Portland State University. Additionally, she holds a Certificate of Business Etiquette and Protocol from the Protocol School of Washington.

SPEAKING TOPIC

The UnCustomery Experience

Most Customer Experience conversations focus on the problem in isolation. They focus on the symptom, not the cure, and ignore two fundamental truths:

A customer's experience is the total of all interactions with a brand.

The Customer owns the Customer Experience, the business creates the conditions for it.

In this discussion, Tara talks about how to redesign the Customer Experience through working with your people – how they act, what they say, how they say it, and the conversations they have with customers and each other -- and how to create actionable strategies based on these interactions. Learn how to authentically represent your brand and engage customers in a way that serves them and your business.

Interested in booking Rose to speak at your next event? Contact Jess Gozur, Marketing Manager, Jess@fassforward.com or (914) 738-7200.