

Speaker Intro

Please read verbatim.

In a business landscape where American companies face an astounding loss of approximately \$1.6 trillion annually due to subpar customer service, the importance of elevating our service standards cannot be overstated. In IT, bad customer service leads to lost productivity, poor morale, and even weak security.

Our speaker, Don Crawley, stands at the intersection of technological expertise and the art of compassionate customer service. He is an acclaimed author of eight books designed for IT professionals, covering a wide range of critical topics from Cisco and Linux configurations to mastering the art of empathetic customer engagement.

Don has dedicated his career to empowering IT professionals with the knowledge and skills to excel in technical domains and cultivate meaningful, positive interactions with customers and colleagues. His groundbreaking work, 'The Compassionate Geek,' has become a cornerstone in the field, offering a comprehensive guide to developing customer service excellence grounded in empathy and understanding.

Today, he will share strategies and insights on how we can all build stronger, more rewarding relationships with our customers and coworkers through the power of good customer service. His approach underscores the role of compassion in tech environments, illustrating how technical skills, when paired with genuine empathy, can lead to unparalleled customer satisfaction and loyalty.

Please join me in extending a warm welcome to the author of *The Compassionate Geek*, Don Crawley."