

# **Tema Frank**

**Chief Instigator at Frank Reactions**

Edmonton, AB, CA

Customer Experience in the Digital Era, & Women in the Workplace // L'expérience client, service à la clientèle, & Femmes au travail

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## **Biography**

Best-selling author, customer experience consultant, and international speaker, Tema (rhymes with Emma) Frank released her second book, *PeopleShock: The Path to Profits When Customers Rule*, in 2016 and it quickly became an Amazon best-seller. Her first book, *Canada's Best Employers for Women: A guide for job hunters, employees and employers*, was a business and careers best-seller when it was released two decades ago, and an update is in progress. Tema has done many media appearances in English et en français, including on Canada AM, CBC National News, Radio Canada, and many local radio and television programs. She has also been interviewed recently on many podcasts. (Visit <http://frankonlinemarketing.com/peopleshock-book/interviews-tema-frank/> to hear them.) A digital marketing pioneer, in 2001 she founded Web Mystery Shoppers International Inc., the world's first company to test omnichannel customer service: web, phone, chat, email and in-store. Using social media techniques before social media existed, she built a database of 75,000 'mystery shoppers' worldwide. Clients have included the Royal Bank of Canada, Bank of America, Expedia, several government departments, and other organizations large and small. Her industry-leading research has been featured in the Wall Street Journal, the Globe & Mail and many other publications. Tema's weekly Frank Reactions podcast on customer experience can be found on iTunes or at <http://frankreactions.com/show>. She has also taught digital marketing strategy at universities in Canada and France. Elle a donné des cours en français et en anglais.

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## **Industry Expertise**

Advertising/Marketing, Corporate Leadership, Design, Hospitality, Human Resources, Internet, Market Research, Social Media, Women, Retail

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## **Areas of Expertise**

Customer Experience, User Experience (UX), Digital Marketing, Women & Work

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## **Affiliations**

Senator University of Alberta, Board of Directors President LitFest Alberta, Board of Directors Business Link

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## **Event Appearances**

**Unlock Your Company's Full Profitability with Digital CX Integration Strategies**  
Digital Customer Experience Strategies Summit - DCX 2016

**Customer Experience Turnarounds: Strategies That Work**  
CXPA Insight Exchange

**How Robots Can Help Your Staff Deliver Better Customer Experience**  
eTail Canada 2016

**Le service à la clientèle : Une des clés du succès**  
Rendez-Vous D'Affaires

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## **Education**

**University of Toronto**  
MBA Business

**University of Alberta**  
Bachelor of Commerce Business

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## **Accomplishments**

### **TIAW Word of Difference Award**

The International Alliance for Women (TIAW) World of Difference Award recognizes extraordinary individuals whose efforts have advanced the economic empowerment of women locally, regionally or worldwide. "Tema Frank has for three decades dedicated her considerable energy and service orientation to improve and enhance the role of women in the workplace. As a skilled researcher, she has championed the need to encourage women-friendly workplaces."

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