

Toni Luttrell

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SUMMARY OF QUALIFICATIONS

More than 30 years managing customer relations for both corporations and a non-profit business organization. Taught effective skills for mediating and arbitrating consumer/business disputes to more than 400 volunteers. Established systems for tracking and evaluating customer service. Proven expertise in resolving individual customer concerns and problems. Excellent skills in negotiation and communications. Coached upper management teams in techniques for mutually beneficial dispute resolution. Implemented effective programs that resulted in significant increases in customer satisfaction and sales

PROFESSIONAL EXPERIENCE

Dispute Resolution:

- Handled thousands of customer to business complaints and business to business disputes.
- Trained 400+ volunteers to consider customer-business disagreements and to arrive at reasonable solutions.
- Established industry wide programs to guarantee consumer satisfaction by committing the business to mediate/arbitrate problems in advance of sale.
- Envisioned and established systems for dispute negotiating, tracking, and reporting disposition.

Customer Service:

- Wrote customer service manuals for business use.
- Taught employees client service best practices and quality assurance.
- Managed customer relations of 52 service locations in two different cities.
- Began educational public outreach to teach about industry; involved planning, writing white papers, advertising, creation of marketing literature, public speaking.

Event Management:

- Produced as many as 750 successful events per year.
- Implemented focus groups, seminars, training sessions, trade shows, conferences, personal appearances.
- Conceived and implemented locally well-known "Coats for Kids" program, securing title sponsors, donation of services by vendors, public appeals for contributions of coats, facilities, printing, volunteer participation. Collected 10,000 coats for low income children the first year. The effort was and still is 100% donations based.

WORK HISTORY

Director of Mediation and Arbitration

Better Business Bureau of Austin & Travis County

- Established the BBB's Arbitration Program, training volunteers and offering final resolution for customer-business problems, including General Motors automobiles.

Director of Customer Relations

Jack Brown Cleaners

- Established corporate customer relations programs.

Marketing Director

KASE 101 FM, KVET AM (THE ZONE) & KVET FM Radio

- Oversaw public relations budgets totalling \$1.5 million for three uniquely-formatted stations.

Owner

Toni Luttrell & Associates, Inc.

- Small Public Relations firm specializing in marketing and branding, with several off-shoot companies.

PERSONAL AND CAREER AWARDS WON

1,000 POINTS OF LIGHT *The President of the United States*

ADOPTER OF THE YEAR *Ausin Chamber of Commerce (Adopt-A-School)*

WOMAN OF THE YEAR *American Business Women's Association (Two Years)*

RADIO STATION OF THE YEAR *County Music Station of the Year (Three Years)*

PROMOTION OF THE YEAR *Country Radio Broadcasters (Two Years)*

EDUCATION

Basic Arbitration Training, Institute of Mediation Training, Austin, Texas (10 hours)

Advanced Mediation Training, Institute of Mediation Training, Austin, Texas (30 hours)

Basic Mediation Training, Institute of Mediation Training, Austin, Texas (40 hours)

Executive Development Institute, Washington, D. C.

University of Texas at Austin, *Bachelor of Business Administration*