

Tucanos donates to KOTM, MaritzCX hires chief behavioral officer

Karissa Neely Daily Herald 3 hrs ago



Kids On The Move recently received a donation from Orem's Tucanos Brazilian Grill. Pictured from left to right, Tucanos founder Steve Oldham, his wife and Sharon Edvalson, chief operating officer of Kids On The Move. Courtesy Kids On The Move

Tucanos donates money to Kids On The Move

Tucanos Brazilian Grill, which recently relocated to University Place in Orem, is giving back to the community with a donation of \$6,250 to Kids On The Move.

Kids on the Move, also known locally as KOTM, is a nonprofit organization located in Orem that supports the development of young children and families through four main child development programs: Early Intervention, Early Head Start, the Autism Center and Respite Care. KOTM has served children with developmental delays and disabilities in the community for more than 30 years.

Tucanos' donation will provide local families with resources vital to the healthy development of children in need.

"We're extremely grateful to Tucanos for choosing to support KOTM," said Scott Bean, CEO of KOTM. "It is amazing to see how our local business partners give back to the community in such a selfless way."

Blank picked as MaritzCX chief behavioral officer

To help companies further uncover the "whys" of their customer behavior, MaritzCX in Lehi is infusing its customer experience programs with behavioral science research.

The fusion of behavioral science and customer experience disciplines is a direct result of the appointment of Charlotte Blank to chief behavioral officer of Maritz and the formation of the Maritz Field Research Collaborative.

In this new role, Blank and her team will lead thought leadership, academic research partnerships and direct application of behavioral science across all the Maritz companies. Blank will work specifically with MaritzCX's leadership, research and product teams to infuse behavioral best practices into its offerings.

"People can't always articulate why they do what they do, because so much of our decision-making is influenced by subconscious drivers," Blank said. "The combination of CX data with behavioral observations can reveal insights to customer perceptions that surveys alone can't provide."

“When you understand the ‘why’ of customer behavior, you greatly increase the success of customer experience programs.”

Maritz has researched the implications of humans’ subconscious wiring and applied behavior science to sales and marketing for many years. Blank’s appointment will elevate and strengthen the application of behavioral research within the development of the MaritzCX software platform and customer experience strategies.

“We want our clients to have more of those ‘Aha!’ moments, when they realize why their customers behave in the strange ways they do,” said Mike Sinoway, president and CEO of MaritzCX. “By combining Charlotte’s leadership with decades of behavioral science research, our market research capabilities, and our advanced technology, MaritzCX can significantly amplify a company’s understanding of its customers.”

Blank brings her expertise to Maritz after leading programs in neuromarketing, social media and global branding during her 10 years in the media and automotive industries, including stints at Turner Broadcasting and General Motors.

Karissa Neely reports on Business and North County events, and can be reached at 801-344-2537 or kneely@heraldextra.com. Follow her on Twitter: @DHKarissaNeely

Karissa Neely

Karissa Neely reports on Business & Community events, and loves telling people’s stories.

sign in    

Tucanos donates to KOTM, MaritzCX hires chief behavioral officer



Join the discussion here...



0 comments Best First ▼

See what people are talking about at The Daily Herald **Community Table**

The Way of Openness is Practiced Here

feedback