



Passionate about Driving World Class Customer Service

“Every endeavor pursued with passion produces a successful outcome, regardless of the result. For it is not about winning or losing – rather, the effort put forth in producing the outcome.” – Matthew Syed, Journalist and Broadcaster

One of Joan Coffey’s favorite quotes focuses on passion which is clearly seen in all she does. Joan lives out this message by driving her passion for a successful outcome within TotalLand and within her life. Joan, TotalLand’s Customer Relationship Management Specialist, makes every client feel like a VIP by assisting and directing clients in current and future features and services needed. Joan said, “The clients that I have been in contact with are incredible.” She added, “They have the best stories to tell and are fascinating.”

Focusing on understanding the needs of each customer, Joan connects with companies and individuals before, during, and after the purchase of TotalLand’s software. “Our goal is to exceed the expectation of each customer,” said Joan, who has been part of the TotalLand team for over 3 years. “I try to answer the customer’s questions, and I work with a talented team of highly technical individuals to assist with our clients’ needs.”

Even the tiniest detail is key to Joan making each client feel special. Answering emails and phone calls promptly is important to Joan. Joan maintains a general rule of returning calls within a 24-hour turnaround. To maintain personal service, Joan keeps a log of any phone interactions with customers, jotting down the date, time, and any issues discussed.

Joan assists clients at a faster and deeper level to make each client feel important. Joan believes in developing sophisticated strategies for customer relationship management, which builds a strong and fruitful rapport with each client. Not only does she build a lasting relationship bond, but Joan believes both TotalLand and their client’s businesses accelerate to new levels of success.

To keep organized, Joan is also proficient at Salesforce to provide extraordinary customer service to every individual user of TotaLand. Salesforce is a global web-based software and cloud computing company best known for its customer relationship management (CRM) product. Salesforce was founded by former executive of Oracle Marc Benioff and Parker Harris in 1999 and specializes in software as a service (SaaS) to help users handle all of their business needs like managing marketing campaigns, analyzing performance, and tracking spending and sales.

“It is the perfect tool to help me provide world-class service to each individual client,” said Joan.

TotaLand’s team benefits from Joan’s data analysis and strategies for customer service. “I am very proud to be part of TotaLand’s talented team,” said Joan. “Working at TotaLand is a thrilling and mind-blowing experience.”

When Joan is not driving customer service at TotaLand, she enjoys traveling, reading business books, walking, yoga, and cooking gourmet meals and pastries.