

**FRED
REICHHELD**



THE LOYALTY EFFECT

HOW LEADING COMPANIES
THRIVE IN A CUSTOMER-
DRIVEN WORLD

In this workshop, Fred will show you how:

- leading firms transform ordinary customers into promoters.
- Net Promoter is connected to your company's growth and sustained success.
- to build Net Promoter into a management system which drives extraordinary financial and competitive results.
- the net promoter score can produce a clear, easy-to-understand measure of an organisation's performance in its customers' eyes.
- NPS leaders outgrow their competitors in most industries—by an average of 2.5 times.
- how companies that have transformed their performance by putting Net Promoter at the centre of their business.

SYDNEY
CONVENTION CENTRE

15 March 2012

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Part of the:

NATIONAL BUSINESS
**GROWTH
SUMMIT**
2012

“Fred Reichheld is the godfather of customer loyalty”

JOHN DONAHOE, PRESIDENT EBAY MARKETPLACE

IMPLEMENT THE FUNDAMENTALS THAT DRIVE SUSTAINABLE GROWTH



LIVE IN AUSTRALIA

About Fred Reichheld

Fred Reichheld is a Bain Fellow and founder of Bain & Company's Loyalty Practice, which helps companies achieve results through customer and employee loyalty. He is the creator of the Net Promoter® system of management.

His work in the area of customer and employee retention has quantified the link between loyalty and profits. Fred's books, *The Loyalty Effect: The Hidden Force Behind Growth, Profits, and Lasting Value* (HBSP 1996); *Loyalty Rules! How Today's Leaders Build Lasting Relationships* (HBSP 2001), and *The Ultimate Question: Driving Good Profits and True Growth* (HBSP, 2006) have each become best sellers.

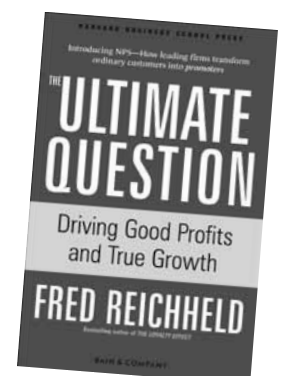
In his latest book, *The Ultimate Question 2.0: How Net Promoter Companies Thrive in a Customer Driven World* (HBR Press-Sept. 2011), Fred reveals how NPS practitioners including Apple Retail, Philips, Schwab, Allianz, American Express, and Intuit, have utilised the Net Promoter System (NPS) to generate extraordinary results. He explains how NPS helps companies become truly customer-centric, unleashing profitable growth through systematically converting more customers into promoters and fewer into detractors.

Fred is a frequent speaker at major business forums and his work on loyalty has been widely covered in The Wall Street Journal, New York Times, Financial Times, Fortune, Business Week and The Economist. He is the author of eight Harvard Business Review articles on the subject of loyalty.

Consulting Magazine chose Fred as one of the "25 Most Influential Consultants" in its 2003 annual survey. According to The New York Times, "[He] put loyalty economics on the map." The Economist refers to him as the "high priest" of loyalty.

Reichheld graduated with Honors both from Harvard College (B.A., 1974) and Harvard Business School (M.B.A., 1978).

Whether you're starting a business or operating in a large organization, *The Ultimate Question 2.0* provides a blueprint for long-term growth and success.



ENERGIZE EMPLOYEES AND DRIVE ACTIONS THAT DELIGHT CUSTOMERS

WORKSHOP OUTLINE

THE LOYALTY EFFECT HOW LEADING COMPANIES THRIVE IN A CUSTOMER-DRIVEN WORLD

Business loyalty guru Fred Reichheld revealed the one question that can determine your company's future: "Would you recommend us to a friend?" By asking customers this question, you identify detractors, who sully your firm's reputation and readily switch to competitors, and promoters, who generate good profits and sustainable growth.

You also generate a vital metric: your Net Promoter Score. Far more than a metric, it constitutes a game-changing system and ethos that rival Six Sigma in its power.

There is a quiet revolution sweeping the business world. Like many others revolutions now shaking up the current world order, this one is being stoked and accelerated by social media tools. Customers and employees blog, tweet, and text about their experiences in real time, overwhelming the carefully crafted messages proffered by advertising and public relations departments. Power is shifting from the corporation to those who buy from it and work for it. To come out on top, business leaders must find new ways to enable frontline teams to delight customers.

The Net Promoter System, developed by Fred Reichheld of Bain & Company has helped transform companies both big and small so they can achieve true growth far in excess of their competition—growth that occurs because their customers and employees love doing business with them and sing their praises to friends, neighbors and colleagues. Because Net Promoter is an open source system, it has been modified and adapted to fit almost every business setting.

Now, you can learn from the founder of this movement how to put the Net Promoter System to work to help your organisation grow and prosper.

In this workshop, you will learn:

- How to create a reliable Net Promoter score—both top-down for comparing to competition, and bottom up for grass roots continuous improvement
- The correct architecture for information systems to support NPS
- To install closed-loop feedback systems that engage front lines and executives
- To identify bad profit policies that destroy loyalty and how they can be eliminated
- The role leaders must play in turning customers and employees into promoters
- To inspire customer-focused innovation in your organization
- The right way to build a culture focused on customer delight
- The microeconomics of loyalty that enable you to invest in building loyal relationships
- The core elements of successful companies that earn the highest levels of loyalty and growth in their industry
- The best ways to connect customer feedback scores to recognition and rewards
- Where NPS is headed and the challenges you must be prepared to meet

WORKSHOP FACTS

DATE: 15 March 2012
VENUE: Sydney Convention Centre
TIME: 0900 – 1500
INCLUDES: Workshop notes, working lunch, refreshment breaks,
a copy of *Ultimate Question 2.0*

FEES (per person):	NON MEMBER RATE	\$895 INC GST
	THE GROWTH FACULTY MEMBER / PAST ATTENDEE RATE*	\$795 INC GST
	GROUP RATE (4 OR MORE)	\$700 INC GST
	GROUP RATE (8 OR MORE)	\$650 INC GST

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"The best, most profitable employers are those that inspire loyalty among
three constituencies, customers, investors and employees"
.....

FORTUNE

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FRED REICHHELD:**

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