

Terry G. Vavra, Ph.D.

Customer Care Advocate



Keynote Titles:

- **Satisfied Customers Can Put You Out of Business – Aim for Customer Delight**
- *Adapting Customer Satisfaction Measurement for ISO Compliance*
- **The Top Ten Mistakes of Satisfaction Measurement**
- *Aftermarketing: How to Keep Customers for Life Through Relationship Marketing*
- **Putting Management Into Customer Relationship Management**
- *The Basics of Customer Loyalty: How to Achieve It, How to Manage It, How to Measure It*
- **Conducting Customer Research Not Marketing Research**

Terry G. Vavra is an internationally recognized thought-leader and spokesperson for the important topics of customer retention, customer satisfaction and customer research. His 30 years of experience in these fields have seen him active on the client, agency and media sides of the strategic marketing process. He has served both as practitioner and as academic, having worked in industry for all 30 of his years, but jointly in academia for 15 of these years. (He taught New York area MBA students as Associate Professor of Marketing, Lubin School of Business, Pace University.)

Terry's zeal for carrying his message has sent him around the world with speaking engagements from Brazil to Iceland, Japan to Mexico, Singapore to the United Kingdom.

Appearances

- Mercedes Benz USA, National Parts & Service Conference, *Keynote Speaker*
- Interactive Marketing Institute of Virginia, VCU, Guest Faculty Member
- American Express, Customer Loyalty Forum, *Speaker*
- IRR, Loyalty Program Conference, *Speaker*
- Council of American Survey Research Organizations, Annual Conference *Speaker*
- Aftermarketing for FMCG (Belgium), *Keynote Speaker*
- Public Broadcasting System, National Affiliates Conference, *Keynote Speaker*
- American Express of Canada Loyalty Forum, *Speaker*
- IRR Customer Win-Back Strategies Conference, *Speaker*
- Time Inc. Custom Publishing, *Keynote Speaker*
- MICS 2001 Conference, *Speaker*
- ASQ 12th Annual Quality Audit Conference, *Speaker*
- Management Centre Europe, 8th Annual Conference on Marketing (London), *Speaker*

Terry is a commanding speaker

"Wonderful communicator."

"He's great at encouraging interaction."

"Very dynamic – just terrific!"

Attendees' quotes, Interactive Marketing Institute, **Virginia Commonwealth University**

Terry is an involving workshop trainer

"Your advice to our company management has been used in the initialization of many critical programs. I am equally impressed with the training that you have been providing in the form of special half-day conference workshops. The one I recently attended in New York was excellent. I believe your workshop is the only one focused solely on customer retention."

Robert Dandrade, Senior Manager, Corporate Quality, **Compaq Computer Corporation**

Terry is a thought provoking on-site facilitator

"Highly organized, well-paced, cohesive, articulate and very personable. Just the right amount of examples, excellent."

"Excellent. Good balance between concept and analysis."

"Terry's presentation was very informative. In particular, I found his examples to be extremely helpful. Great approach. Enjoyed it thoroughly."

Attendees' quotes, **American Express Loyalty Symposium**

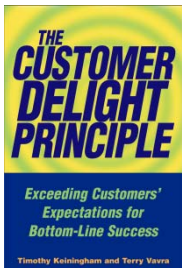
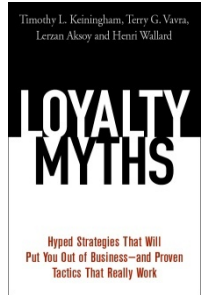
His several books include

This book is a must read for every executive who is interested in reshaping their loyalty program. I have no doubt that this book will revolutionize the thinking behind the loyalty concept.

V. Kumar, President, Prof in Marketing and Exec. Director, Center for Excellence in Brand & Customer Management, Robinson College of Business, **Georgia State University**

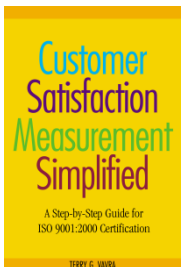
Loyalty Myths is a must read for anyone who manages customer loyalty. Vavra and Keiningham mix their own considerable experience with the latest academic knowledge, and package it in an entertaining way.

Roland Rust, Chair in Marketing, **University of Maryland**



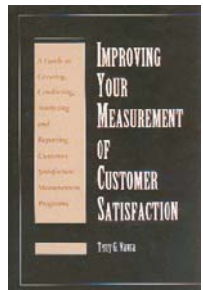
"For many years now, we at Harrah's have implemented measures, processes and incentives that are based on the 'customer delight' principles described by Keiningham and Vavra. Our employees know that growth and profitability rests with changes in customer behavior, not simply improvements in customer satisfaction. This book does a great job of, first, demonstrating this crucial distinction and, then, providing methods for instituting organizational reforms to take advantage of the enormous opportunity associated with enhanced customer loyalty."

Gary W. Loveman, Chief Operating Officer, **Harrah's Entertainment, Inc.**



"Few people have had the extensive first-hand experiences that Terry Vavra has had as a practitioner, consultant and teacher in this field. To our benefit he has made much of it available to all of us in his latest book. This book is the definitive treatment of the subject of customer satisfaction measurement and management. It is a comprehensive how-to guide for someone new to the field as well as an excellent resource for the experienced professional. It is filled with useful information, examples and insights to help us all improve our customer satisfaction practices."

Peter Garcia, Director, Customer Satisfaction, **Xerox Corporation**



I found Aftermarketing to be extremely informational, easy to read and educational. It will immediately become "must read" material for our executive staffs.

Horst Schulze, President, **Ritz-Carlton Hotels**

Aftermarketing contains all of the experience and know-how needed to implement a successful customer retention program. The book gives the readers all of the tools necessary to manage the process of marketing; acknowledging that a sale never ends.

Giuseppe Greco, Former President, CEO, **Ferrari North America**



To arrange a booking, please contact: Terry Vavra, (201) 825-2556 or terry@terryvavra.com