



# Frederick F. Reichheld B.A., M.B.A.

Leading Authority on Business Loyalty & Bestselling Author



CSA Celebrity Speakers Ltd

Frederick Reichheld is the Director and Founder of Bain & Company's Loyalty Practice, specialising in helping clients achieve superior results through improvements in customer, employee, and investor loyalty. His pioneering work in the area of customer retention has quantified the link between loyalty, profit and growth.

**"Reichheld debunked the notion that loyalty was dead. [He] put loyalty economics on the map" The New York Times**

## In detail

Frederick Reichheld graduated with Honors both from Harvard College and Harvard Business School. He joined Bain in 1977 and was elected to the partnership in 1982. In addition to founding and leading Bain & Company's Loyalty Practice, he served the firm in a variety of roles including membership on its Worldwide Management, Nominating, and Compensation Committees. In January 1999, he was elected by the firm to become the first Bain Fellow - a half-time position that enables him to focus primarily on research and writing. His work has been widely covered in international press.

## What he offers you

In his presentations, Fred Reichheld demonstrates that loyalty is vital for customer retention and long-term profit growth. He recommends loyalty-based management, in which businesses not only make a conscious effort to retain customers but also develop strategies for attracting clients who are likely to remain loyal especially in today's volatile, high-speed economy. Fred Reichheld also posits a cause-and-effect relationship between employee and customer loyalty.

## How he presents

Audiences around the world consistently rate Frederick Reichheld as an outstanding communicator. He makes a powerful economic case for loyalty-and takes you through the numbers to prove it.

## Topics

Why Is Loyalty Important in Times of Economic Turbulence?  
Why Do Layoffs Make Employee Loyalty Even More Vital?  
Why Half of the Front Line Employees in America Are Undermining Customer Loyalty, and What Leaders Must Do About It  
How a 5 per cent Increase in Customer Retention Translates into a 25-100 per cent Increase in Profits  
How to Measure Loyalty in an Organization  
Why CRM Becomes "Customer Relationship Manipulation"  
How Companies Employ CRM Systems to Their Best Advantage

## Languages

He presents in English.

## Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

## How to book him?

Simply phone, fax or e-mail us.

## Publications

### 2011

The Ultimate Question 2.0 (with Rob Markey)

### 2001

Loyalty Rules!

### 1996

The Loyalty Effect