

## **Tom Cates of the Brookside Group to Keynote the Customer Experience Summit**

*Tom Cates, Founder and President of The Brookside Group, Inc., will serve as lead keynote at the 2009 Customer Experience Summit (CES). The CES will be held at the Hyatt Regency McCormick Place in Chicago, IL March 30 - April 2.*

Acton, MA (Vocus) January 30, 2009 -- [Tom Cates](#), Founder and President of [The Brookside Group, Inc.](#), will serve as lead keynote at the 2009 [Customer Experience Summit](#) (CES). The CES will be held at the Hyatt Regency McCormick Place in Chicago, IL March 30 - April 2.

CES 2009's theme is improving profitability and value through customer relationships, retention, and loyalty. Cates' keynote will address relationship marketing as the new sales strategy of today. He will discuss the fundamentals of business relationships, including: popular theories underlying relationship management strategies and the effects they can have on an organization's growth and sustainability in comparison to typical sales and marketing strategies; the critical difference between client satisfaction and client loyalty; using client retention and loyalty as a marketing strategy for growth and brand promotion; and simple things any company can do to instantly improve their client relationships, retention levels, and ultimately loyalty, which will lead to sustainable growth.

"I am thrilled at the opportunity to share my knowledge, experience, and passion for client retention and loyalty with such an esteemed crowd," says Cates. "In today's world, where your clients can be lured away in an instant by competitors you never even knew existed, keeping your relationships satisfied, even happy, just isn't good enough. If you want your clients to stick with you, you need them to be [loyal](#). I urge anyone who is charged with marketing, sales, or customer-facing efforts to attend this conference and learn from the incredible lineup of speakers."

Cates will also run an interactive, hands-on Key Account Planning workshop prior to the main conference event. Participants of the workshop will acquire communication skills and strategies to help them: define a successful Key Account relationship; create a Key Account vision, translate that into Key Account objectives, and convert those into Key Account strategies and action plans; monitor and manage individual and team implementation; and develop new ways of understanding large account dynamics.

"The great customer experience is truly becoming a company's primary differentiator and competitive advantage," says conference producer Lisa Schulman. "At the Customer Experience Summit, senior level practitioners will provide real world insight on what it takes to achieve a world-class customer experience with measurable bottom line results."

For details about the CES and registration please visit [www.customerexperiencesummit.com](http://www.customerexperiencesummit.com), e-mail [info@iqpc.com](mailto:info@iqpc.com), or call 1-800-882-8684.



#### About The Brookeside Group

The Brookeside Group, Inc. provides strategic consulting services and relationship building tools to a broad client base, ranging from start-ups to the Global 1000. At the company's core is a Loyalty Management System (patent pending) that both anticipates and activates employee, customer and partner Loyalty. Brookeside analyses look past inert satisfaction measures to uncover the underlying "heart-and-mind" variables that drive long-term, mutually beneficial relationships. Brookeside helps its clients develop and implement action plans that seamlessly weave relationship management best practices into the fabric of their organization, culture and business workday.

Brookeside's key product sets include: Measuring Loyalty through their Loyalty Management System and online software EnAct, Building Loyalty through strategic consulting, Maintaining Loyalty through highly acclaimed training courses, and Communicating Loyalty through messaging creation.

More information about Acton, Massachusetts-based Brookeside can be found on the company's Web site, <http://www.brookeside.com>, or by calling (978) 266-9876.

#### About Tom Cates

As president and founder of The Brookeside Group, Inc., Tom Cates has advised top-level management in some of the largest and most recognized organizations around the world.

Over the past two decades, Tom has emerged as one of the world's most influential thinkers on the subject of loyalty. His groundbreaking research into relationship climates and human behavior has led to the development of the consulting industry's most accurate and effective tools for measuring, monitoring, and managing the loyalty of clients, customers, strategic partners and employees.

Prior to establishing Brookeside, Tom was a Senior Partner with Sherbrooke Partners, a senior consultant at Mercer Management, and held various positions with IBM. He received his MBA from The Wharton School of The University of Pennsylvania and his B.A.E. from The Pennsylvania State University.

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