



# Lior Arussy

Leading Expert on Customer Experience Management



## CSA CELEBRITY SPEAKERS

Lior Arussy is an author, visionary, consultant and creative catalyst. He is a pioneer of Customer Experience Management (CEM) and uses solid business strategies based on customer focus to help Global 2000 organizations and emerging businesses around the world create lasting profitable relationships with customers and employees. He received CRM magazine's "2003 Influential Leaders" award for his thought leadership and contribution to the industry.

**"Your well crafted and professionally presented presentation was one of the highest points of our event!" - C.M. Rego, Advanstar Brazil**

### In detail

Arussy completed his undergraduate degree at Case Western Reserve University and received his MBA from Weatherhead School of Management, Cleveland, Ohio. His accomplishments have been recognized by leading analysts and press such as ABC, The Wall Street Journal, Financial Times, The Times, Times of India, Gartner Group, IDC, Inc. Frost and Sullivan, CRM Magazine, Business 2.0, Line 56.com, Wired, Network World and Secure Computing Magazine.

### What he offers you

Arussy keeps his audiences entertained while challenging them to radically alter the way they approach customers and their definition of the customer's role in the organization. Arussy presents both the methodology and principles of CEM and enlightens his audiences on how to use this to achieve an immediate return on investment and increase customer loyalty.

### How he presents

Arussy's passionate, entertaining and thought-provoking presentations reveal the efficiency-relationship paradox and leave audiences stimulated and enlightened.

### Topics

Do You Really Love Your Customer?  
The Path to Profitability  
Customer Experience Management - From Leads to Loyalists  
From Information to Innovation  
Evolve Your Performance - Create Experience, Empower Employees, Deliver Excellence

### 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.



[watch video](#)

### Publications

#### 2005

Passionate & Profitable: Why Customer Strategies Fail and 10 Steps to Do Them Right

#### 2004

Innovating IT: Transforming IT from Cost Crunchers to Growth Drivers

#### 2002

The Experience! How to Wow Your Customer and Create a Passionate Workplace