

# creating customer capital

ask us how



align

What if another department saw the difference you made using Customer Lifetime Value (CLV) and gave you tens of thousands of dollars a month to help attract and retain profitable customers for life?

**It can and has been done.** One client got a six figure sum from marketing when support implemented three key initiatives: customer experience model, back-end processes and systems aligned to support the model, and customer segmentation.

focus

What if our innovative four step MMM (*measures, metrics and madness*) methodology enabled you to run a multi-million dollar business with a minimum of distraction around unnecessary metrics?

One client went from **160 measurements to 4.**

guide,  
not  
grade

Your leadership team 'gets' it. However, this big picture thinking doesn't seem to translate to the front line—they always seem to want to know what exactly they need to do.

Learn techniques from master influencers in diverse fields to **enable significant, permanent changes in behavior.**

sustain  
change

You've kicked off the big change(s) you wanted. Your boss and your customers are starting to notice the improvements. The consultants have left. How do you prevent behaviors sliding back and yet another project ending in abject failure?

Ask us about our newest offering - The Vault. This is the culmination of our expertise across multiple domains and available by invitation only.

**The Verghis Group Vault** offers business leaders a unique platform to help sustain change over time. When business realities shift and intrude--as they often do, the Vault will be an invaluable resource for you and your team.

Blending offline sessions and online content, the Vault offers executive guides, private circle forums, mentorship, peers groups, and guided facilitation sessions with experts.



keep change alive

know yourself

know your customers

articulate your organization's value

ask us how



phil

**Phil Verghis** has been called a “brilliant strategist and innovator” by the TSIA and is a highly sought after keynote speaker around the world. He is on HDI’s Strategic Advisory Board -- the largest membership-based technical support organization in the world. Phil has received numerous industry accolades, including being the only two-time winner of Service News magazine’s “Service 25” award given to people who made a significant impact in the field of service and support. He and his teams have won awards from every major association in the field.

His book, *‘The Ultimate Customer Support Executive’*, was on Harvard Business School’s Working Knowledge recommended list and was called “by far the most intelligent book on how to manage support organizations” by the Association of Support Professionals.

Prior to founding **The Verghis Group**, Phil was vice president of infrastructure support at Akamai Technologies where he ran the global network, operations, IT and Service Delivery teams.

Phil has a Bachelor’s degree in Electrical and Computer Engineering and an MBA — both from the University of New Hampshire. He is an adjunct faculty member at the University of New Hampshire, where he teaches in the MBA program.



adam

**Dr. Adam Krob** is a senior advisor with The Verghis Group, Inc. For more than two decades, Adam has studied and evaluated IT and customer support structures.

His core focus has always been the optimal alignment of support with an organization’s goals and the use of knowledge management strategies, such as Knowledge Centered Support, as a tool to achieve these goals.

He is also a noted speaker on ITIL and has significant research on the intersection of ITIL and KCS, particularly in the areas of Problem Management and B-Loop KCS article content. Within this framework, his specialized expertise has benefited companies and educational institutions of all sizes, from small colleges to large companies.

Beginning at Duke and Tulane Universities, Adam plumbed areas as diverse as strategic planning and execution, ERP software management, and business continuity. Adam also understands the complexities of serving global customers, having lived and worked in Europe.

Before joining The Verghis Group, Adam was Vice President at Presidium, Inc., where he co-founded its IT Consulting division. Adam earned his MA and PhD in Political Science from Duke University, and his MBA from Tulane’s Freeman School of Business.



priya

**Priya Thyagaraj** is a senior advisor with The Verghis Group, Inc., bringing a wealth of Fortune 500 experience to the table. A skilled communicator, she works with leaders, helping them convey their messages better - both internally and externally.

She does this by helping clarifying connections between business strategy, brand, and employee behaviors, finding out what’s working and what’s not, conducting research and using the data to develop comprehensive and realistic communications strategies and deliverables that enable success.

Her experience includes work with BP Americas, where she helped develop and implement communications strategies for company leaders. Her work includes the redesign of an award program that won praise for both reconnecting employees and generating cost efficiencies. As a brand advocate at BP, she helped lead the push for consistency within her function – helping embed the company’s brand values and identity.

Priya earned her MS in Information and Communication Sciences and Public Relations from Ball State University.

