

The Global Business Club of Mid-Michigan  
Center for International Business Education and Research  
The Eli Broad Graduate School of Management  
7 Eppley Center, MSU, East Lansing, MI 48824-1121

## THE GLOBAL BUSINESS CLUB OF MID-MICHIGAN

### February Program

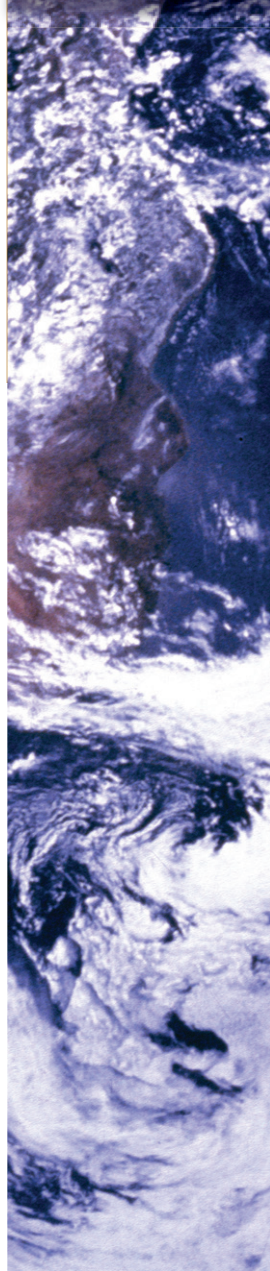


**Tuesday, February 14, 2006**

11:45 am, MSU University Club

*"Customer Satisfaction Globally"*

Claes Fornell  
Chairman of the Board, CFI Group  
([www.cfgroup.com](http://www.cfgroup.com))



## THE GLOBAL BUSINESS CLUB OF MID-MICHIGAN

### February Program



**Tuesday, February 14, 2006**

11:45 am, MSU University Club

*"Customer Satisfaction Globally"*

Claes Fornell  
Chairman of the Board, CFI Group  
([www.cfgroup.com](http://www.cfgroup.com))





Tuesday, February 14 "Customer Satisfaction Globally"  
presented by Claes Fornell, Chairman of the Board, CFI Group  
(www.CFIgroup.com).

The Claes Fornell International Group (CFI Group) is the world leader in satisfaction measurement and techniques for optimizing shareholder (or other stakeholder) value by increasing customer and employee satisfaction. In 12 offices on four continents, the CFI Group holds a patent in the methodology that provides its clients with the ability to center all business and employee activities on strengthening the value of the vital customer asset. The methodology is based on the principle that satisfied customers are economic assets that yield future cash flows and increase the equity of the shareholders, and that employee satisfaction and motivation are central for leveraging the performance of the customer asset. The CFI Group helps its clients establish a monetary measure of the customer asset and develop action plans and growth strategies for increasing the financial value of the customer base.

Claes Fornell is Chairman of the Board and Founder of CFI Group and Chairman of the Board of Foresee Results, Inc. (a company that measures on-line customer satisfaction with web sites). He is one of the world's leading experts on Customer Satisfaction Measurement, its impact on economic growth and on Customer Asset Management. In this role, Professor Fornell is also Director of the National Quality Research Center and Donald C. Cook Professor of Business Administration at the University of Michigan. Fornell is responsible for the American Customer Satisfaction Index (ACSI)—a quarterly national indicator of the quality of economic output.

Claes Fornell will speak about customer satisfaction globally, how to achieve it, and what it can do for a company's bottom line. As Fornell says, "As long as repeat business is important, and as long as customers have a chance to go somewhere else, employees must deliver high levels of customer satisfaction for a company to be successful." So, you may want to get a better grasp on the role of customer satisfaction in your own firm—at home or abroad. Or, you may want to attend the luncheon to hear the unique story of how a world-leading professor used his trait to start a company that became world-leading in its field. Or both. Claes Fornell's luncheon presentation promises to be a unique event you do not want to miss if you are striving to satisfy your global customers while also maximizing your company's shareholder wealth.



#### Council Chair

Bill Motz, Lansing Community College

#### Council Members

S. Tamer Cavusgil, MSU-CIBER  
Patricia Claire, Willingham & Cote', P.C.  
Mitch Crank, Tomie Raines, GMAC  
Catherine Dwyer, Michigan State University College of Law  
Joe Frank, Anderson International Travel  
Robert S. Glew, CASID, MSU  
Tomas Hult, MSU-CIBER  
Linda Schirmer  
Maner, Costerisan & Ellis, P.C.  
Amin Tejani, Shanti International  
Sheila Troxel, Ameriprise Financial  
Michael Unsworth, MSU Canadian Studies Center  
Beverly Wilkins, MSU-CIBER

This program was funded in part by the Title VI CIBE grant from the U.S. Department of Education

International ventures can intimidate even the most seasoned entrepreneur. Now is your chance to move your business ahead in the world. Co-sponsored by Michigan State University's Center for International Business Education and Research (CIBER), the Greater Lansing Regional Chamber of Commerce, Lansing Community College, Michigan State University College of Law, Michigan State University Center for Advanced Study of International Development (CASID) and Women in International Development (WID), this monthly forum provides outstanding speakers and relaxed networking opportunities for anyone interested in doing business in the global economy—whether you import, export, or provide services.

With extensive international experience, each speaker wraps personal insights around a practical and up-to-the-minute approach to conducting international trade. These events are open to the public.

Make your reservations. Contact the Global Business Club of Mid-Michigan at 517-353-4336 or e-mail Beverly Wilkins at wilkinsb@msu.edu.

Help us plan. Let us know your suggestions for speakers and topics. Your ideas for making the Global Business Club work best for you and your organization will be helpful to the Committee. Send e-mail to wilkinsb@msu.edu with your suggestions. The cost of the luncheon is \$25; this includes a one year membership to the Global Business Club of Mid-Michigan (the cost is \$15 for students).



Map to the University Club, Lansing

Spring 2006 Global  
Business Club programs  
March 28, 2006  
April 18, 2006

Lunch begins at 11:45 a.m.  
University Club Ballroom  
(Enter through the main entrance of the University Club)

For reservations please call  
Beverly Wilkins, 517-353-4336  
e-mail: wilkinsb@msu.edu