

Contact:

John H. Ricciardone
+1-781-876-6285
press@cxpa.org

FOR IMMEDIATE RELEASE

Customer Experience Professionals Association Announces Members Webinar

Blending Operational and Customer Metrics Kicks Off New Educational Webcast Series

WAKEFIELD, Mass. – Feb. 10, 2012 – The Customer Experience Professionals Association ([CXPA](#)) today announced that registration is open for its initial webinar as part of the organization’s complimentary 2012 educational webcast series for its members on a variety of [customer experience management](#) topics.

Who: The Customer Experience Professionals Association
What: Is Conducting a Webinar for Members: Blending Operational and Customer Metrics
When: Monday, Feb 13, 2012, 1-2 p.m. (Eastern)
Where: For more information and to register, go to: <http://www.cxpa.org/?page=webinars>

Open to all [CXPA members](#), in this webinar CXPA co-founder and chair Bruce Temkin will share some results from recent [Temkin Group](#) research on how companies use customer experience metrics. Additionally, Ian Golding, former head of group customer experience at Shop Direct Group, the UK’s largest online and home shopping retailer, will provide insights into how Shop Direct uses Operational Measures Index (OMI) to track internal operations, and Customer Satisfaction Index (CSI) to track customer feedback. Golding will also explain how Shop Direct operationalizes the use of its OMI and CSI.

One of the inaugural members of the CXPA’s Board of Directors, Golding is a customer experience and continuous improvement professional specializing in Lean Six Sigma methodologies to improve the customer experience profitably. With a background across multiple industries, Golding is also an internationally recognized conference speaker on customer experience strategies and measurement.

“One of the significant value-added benefits of being a CXPA member is being able to have access to peer-to-peer information along with insights from leading customer experience professionals in the field, like Ian,” noted Temkin.

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The CXPA offers membership in two categories: Individual and Corporate. Individual Membership is for customer experience professionals in the field. Corporate Membership is open to companies, government agencies, non-profits, educational institutions, tool providers, and others offering goods and services related to the field of customer experience. Corporate Memberships provide an unlimited number of Individual Memberships to employees. Additional information about CXPA's membership structure, benefits, and dues can be found at cxpa.org/join.

About CXPA

The Customer Experience Professionals Association is a global, non-profit organization dedicated to the advancement of customer experience management best practices. It provides customer experience management professionals with educational and networking opportunities to help them succeed, and facilitates the industry-wide advancement of the discipline of customer experience management. The CXPA's members include individuals who develop, manage, optimize, and envision how organizations interact with their customers. This community includes customer experience practitioners within companies, vendors who support customer experience efforts, and other stakeholders in the industry. Founded in April 2011, the CXPA has more than 60 Corporate Members and more than 1,000 customer experience professionals in its community. CXPA Gold Sponsors include Adobe, Confrimit, Medallia, RightNow Technologies, SapientNitro, Tealeaf Technology, Vivisimo, and Vovici, a Verint Systems company. Clarabridge, Inc., Corsential, Mattersight Corporation, and ResponseTek are CXPA Silver Sponsors. For more information, visit cxpa.org.

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