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FOR IMMEDIATE RELEASE

Customer Experience Professionals Association Announces New Webinar

Registration Now Open For Members and Non-Members to Learn More About New Global Trade Group Dedicated to Advancing the Practice of Customer Experience Management

WAKEFIELD, Mass. – June 8, 2011 – The Customer Experience Professionals Association ([CXPA](#)) today announced that registration is now open for its next webinar as part of the organization’s ongoing complimentary 2011 webcast series on a variety of [customer experience management](#) topics.

Who: The Customer Experience Professionals Association

What: Is Conducting an Informative Webinar: What is the Customer Experience Professionals Association?

When: Tuesday, June 14, 2011, 1:00-2:00 pm (Eastern)

Where: [Click here](#) for more information and to register

Open to both CXPA members and non-members, in this webinar CXPA co-founders Bruce Temkin and Jeanne Bliss will provide attendees with details regarding the only global professional association dedicated to advancing the practice of customer experience management. CXPA supports the professional development of its members and advances the field by providing research and education, establishing standards, offering networking and career opportunities, promoting the industry and creating a better understanding of the discipline of customer experience.

Temkin is the managing partner of the [Temkin Group](#), and is widely viewed as one of the leading experts in how large organizations can build differentiation by providing the best customer experience. Bliss is the president of [CustomerBliss](#) where she coaches executives and their teams across a wide range of industries, and helps drive the customer loyalty commitment into their business operations.

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The recently formed CXPA already has attracted more than 30 Founding Corporate Members along with a growing number of Individual Members.

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. 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. CXPA Gold Sponsors include Adobe, Confrimit, Medallia, RightNow Technologies, SapientNitro, Tealeaf Technology and Vivisimo, and Clarabridge, Inc. and ResponseTek are Silver Sponsors. For more information, visit cxpa.org and twitter.com/#!/CXPA_Assoc.

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