



Customer Relationship
Management Institute LLC
Exceeding Customers Expectations - One Experience at a TimeSM

CRMI and Marketii Honors 39 Companies for Delivering 'World-Class' Customer Service; 5 Cited for Certification in Employee Customer Relationship Training

– Recipients of CRMI and Marketii 2019

NorthFace ScoreBoard AwardSM and CRMI's CEMPRO AwardSM have consistently exceeded customers' expectations with highly engaged employees –

Chelmsford, MA: June, 2020 – Customer Relationship Management Institute LLC (CRMI) specialists in driving companies' revenues and profits by implementing Customer Experience (CX) strategies that increase customer satisfaction and employee engagement AND their strategic partner Market Intelligence International (Marketii) a leading customer satisfaction and service quality research and consulting firm announced today that 39 companies have qualified to receive the [NorthFace ScoreBoard Award](#) 2019 for superior customer service.

Also, CRMI recognized companies for engaging employees to meet the rigorous customer relationship training requirements needed for [CEMPRO Award](#) certification. The certified **Customer Experience Management Professional (CEMPRO)** program was established in 2010 to provide best-in-class training curricula for organizations who want to ensure that their customer-facing groups (CFG) have mastered the skills needed to deliver consistently exceptional customer service. The award criteria require the entire applicable CFG to receive the training and 90% must achieve a minimum test score of 80% within the calendar year.

Now in its 20th year, the NorthFace ScoreBoard (NFSB) award is presented annually to companies who, as rated solely by their own customers, achieved excellence in customer service during the calendar year. Further, all NFSB recipients who have met the criteria of being a recipient for five (5) contiguous years shall receive special SUMMIT category with the number of contiguous years, denoted on their award, in their NFSB certification letter/deliverables and in their marketing rights.

"The NorthFace ScoreBoard Award is widely recognized as the most prestigious award for customer service excellence due to its unique customer only vote criteria. The award recognizes organizations that not only offer exemplary customer service but those who have chosen to make their CX strategy the critical component of their company's DNA", said John Alexander Maraganis, President & CEO of CRMI and Duncan Heal, CEO of Marketii. Each year thousands of companies, both domestic and international, are invited to apply for the NFSB Award. **In 2019, more than 1000 companies were invited to participate in NFSB Audit Program – over 300 projects, many international in scope, were audited.** CRMI conducts a review/confirmation of their clients CSAT survey results and requires written verification of CSAT survey results/processes by the company's CX executive management. All NFSB strategic partners are required to review/confirm their clients CSAT survey

results/processes submit results to CRMI for approval. All approved strategic partner clients NFSB awards shall contain strategic partners logo and CRMI's logo as a Co-branded NFSB Award.

CRMI/Marketii methodology measures customer satisfaction with services on a 5-point scale (or an equivalent rating system) in such categories as technical support, field service, customer service, account management, professional services and other customer facing functions. **The 39 companies/business units achieved a 4.0 or above out of a possible 5.0 or an equivalent rating system.**

Due to its unique 'customer-only vote' criteria, the NorthFace ScoreBoard Award has been viewed from its inception in 2000 as the only objective benchmark for excellence in customer service," Maraganis/Heal said. "CRMI and Marketii defines ultra-customer loyalty as customers who continuously purchase from the same vendor - even though other choices may offer significantly better pricing – because the vendor consistently exceeds its customers' expectations via team of highly engaged employees."

NFSB Award 2019 Recipients:

Cobrand Partners

Twentieth-time recipients: Summit Status

- Haemonetics Corporation: Braintree, MA
- Kronos Incorporated: Lowell, MA

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Nineteenth-time recipients: Summit Status

- ZOLL Medical Technical Service: Chelmsford, MA

Marketii

Eighteen-time recipients: Summit Status

- Alfa Wassermann LLC: West Caldwell, NJ

Marketii

Seventeen-time recipients: Summit Status

- Boston Scientific Corporation: Natick, MA

Marketii

Sixteen-time recipients: Summit Status

- FLIR: North Billerica, MA

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Fifteen-time recipients: Summit Status

- None

Fourteen-time recipients:

- None

Thirteen-time recipients:

- None

Twelve-time recipients:

- None

Eleven-time recipients: Summit Status

- ACIST Medical Systems Inc: Eden Prairie, MN

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Ten-time recipients: Summit Status

- NETSCOUT: Westford, MA

Marketii

Nine-time recipients: Summit Status

- Diagnostica Stago Inc: Parsippany, NJ
- Pitney Bowes Software, Worldwide Software Support: Troy, NY
- Wolters Kluwer Health, Learning, Research & Practice: Norwood, MA
- Wolters Kluwer - UpToDate: Waltham, MA
- ZOLL Medical Customer Support: Chelmsford, MA

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Eight-time recipients: Summit Status

- CA Technologies / A Broadcom Inc company: Washington DC CRMI
- ERT: Philadelphia, PA Marketii
- Yaskawa America Inc: Waukegan, IL CRMI

Seven-time recipients: Summit Status

- Avaya Inc: Santa Clara, CA CRMI
- Nutanix Inc Support Services: San Jose, CA CRMI

Six-time recipients: Summit Status

- Alfresco Software Inc: San Mateo, CA CRMI

Five-time recipients: Summit Status

- Citrix Systems Inc: Ft. Lauderdale, FL CRMI
- Deltek Inc: Herndon, VA CRMI
- Fresenius Kabi USA LLC: Lake Zurich, IL CRMI
- Wolters Kluwer Health Individual Member: Hagerstown, MD CRMI

Four-time recipients:

- Rubrik Inc: Palo Alto, CA CRMI
- Kongsberg Digital Inc: Asker, Norway CRMI
- Cohesity Inc: Santa Clara, CA CRMI

Three-time recipients:

- Cengage Learning Inc: Independence, KY CRMI
- Hologic Domestic Service: Marlborough, MA Marketii
- Hologic Technical Service EMEA: Manchester, UK Marketii
- InterVision Systems LLC: Chesterfield, MO Marketii
- Nutanix Inc Consulting Services: San Jose, CA CRMI
- Veritas Technologies LLC: Santa Clara, CA CRMI
- Zeus Industrial Products Inc: Orangeburg, SC CRMI

Two-time recipients:

- Braze Inc: New York, NY CRMI
- Druva Inc: Sunnyvale, CA CRMI
- Hologic Customer Support EMEA: Manchester, UK Marketii
- REPLIGEN Corporation: Waltham, MA CRMI
- Thycotic Software Inc: Washington DC CRMI

First-time recipients:

- Bracco: Spring Valley, CA Marketii

CEMPRO Award 2019 Recipients: CRMI Employee Engagement Certified Customer Relationship Skills**First-time recipients:**

- REPLIGEN Corporation: Waltham, MA
- Yaskawa America Inc: Waukegan, IL

Two-time recipients:

- Rapiscan Systems: Torrance, CA

Three- time recipients:

- Rubrik Inc: Palo Alto, CA

Four- time recipients:

- Fresenius Kabi USA LLC: Lake Zurich, IL

Note to Editors: City and state denotes either company headquarters or principal location where CX strategy work was conducted.

About CRMI:

Since 1999, **Customer Relationship Management Institute LLC (CRMI)** has promoted that CX is the most critical component of company's' DNA. Further, that consistently exceeding customers' expectations builds customer loyalty and requires competent-engaged employees. As a membership-based resource, we provide "One-Stop shopping" for "everything CX". Whether you are new to CX strategies or a veteran CXDNA practitioner, you will join thousands of like-minded professionals eager to share their CX experiences.

About Marketii:

Market Intelligence International (Marketii London-Boston) is a leading international market research company that specialises and dedicates itself to helping companies increase customer satisfaction and loyalty whilst improving operational efficiency and service quality. We work with many global organisations such as HP, Dyson, Toshiba and help them better understand their customers' needs and wants before turning this valuable feedback into real time reporting, detailed analysis and consulting. We conduct telephone and e-mail market research studies in 25+ languages across the globe.

For more information on how to qualify for the **NorthFace ScoreBoard Award - CEMPRO Award**, visit www.CRMIREWARDS.com or call (978) 710-3269 and ask for Diane Rivera, drivera@crmirewards.com.