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FOR IMMEDIATE RELEASE

Customer Experience Professionals Association Announces New Corporate Members and Sponsors

*Fast-Growing Industry Trade Group Now Includes More Than 1,000 Total
Community Members Since Being Formed Earlier This Year*

WAKEFIELD, Mass. – Dec. 7, 2011 – The Customer Experience Professionals Association ([CXPA](#)) today announced the addition of seven new Corporate Members and two new Sponsors. At the same time, the growing industry trade group disclosed that it now has more than 1,000 total community members who have joined the association since its formation last spring.

The most recent organizations to become [CXPA Corporate Members](#) include:

- [Andrew Reise Consulting](#)
- [Blue Cross and Blue Shield of Minnesota](#)
- [ClickFox](#)
- [Nexidia](#)
- [PD](#)
- [PeriscopelQ](#)
- [TimeTrade](#)

The newest CXPA Gold Sponsor is [Vovici, a Verint Systems Company](#), and the association's latest Silver Sponsor is [Mattersight Corporation](#).

Led by respected experts in the customer experience field – Bruce Temkin, co-founder and chair, and Jeanne Bliss, co-founder and vice chair – the 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 management](#).

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Earlier this quarter, the CXPA held its well-attended inaugural members meeting, the [Members Insight Exchange](#), in Boston.

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 the 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. The CXPA has more than 60 [Corporate Members](#) and more than 1,000 customer experience professionals in its community. CXPA Gold Sponsors include Adobe, Confirmit, 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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