



# News Release

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FOR IMMEDIATE RELEASE

## Customer Experience Professionals Association Announces New Webinar

*Registration Open For CXPA Members to Gain Insight Into Best Practices for Using Customer Journey Maps*

**WAKEFIELD, Mass. – Sept. 9, 2011** – The Customer Experience Professionals Association ([CXPA](#)) today announced that registration is open for its newest webinar as part of the organization’s ongoing complimentary 2011 webcast series for its members on a variety of [customer experience management](#) topics.

- Who:** The Customer Experience Professionals Association
- What:** Is Conducting its Newest Webinar: The Art and Science of Customer Experience Mapping; Establishing the Framework for Your Experience Transformation
- When:** Tuesday, Sept. 13, 2011, 1-2 p.m. (Eastern)
- Where:** [Click here](#) for more information and to register

Open to all [CXPA members](#), in this webinar CXPA co-founder and chair Bruce Temkin, together with Kathy Dunmire, vice president of product management at Blue Cross Blue Shield of Minnesota, and Rod Butcher, head of customer experience and insight at Aviva Group, will provide insight into best practices for using customer journey maps, a key tool in the customer experience management arsenal.

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 with customer experience. He is also the author of the popular blog “Customer Experience Matters.”

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## **CXPA Announces New Webinar – 2/2**

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](http://cxpa.org/join).

The CXPA is holding its inaugural members meeting – the [CXPA Members Insight Exchange](#) – in Boston October 19-20 at the Omni Parker House Hotel.

### **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 Founding Corporate Members and more than 800 customer experience professionals in its community. CXPA Gold Sponsors include Adobe, Confrimit, Medallia, RightNow Technologies, SapientNitro, Tealeaf Technology, and Vivisimo. Clarabridge, Inc., Corsential, and ResponseTek are CXPA Silver Sponsors. For more information, visit [cxpa.org](http://cxpa.org).

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