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Name:  
Title:  
Company name:  
Address:  
City, State, Zip Code

Date, Year

Dear Ms. Or Mr.....

### Congratulations!

It is our distinct pleasure to inform you that **Company name:** has earned the Customer Relationship Management Institute LLC (CRMI) NorthFace ScoreBoard Award (NFSB) for 2018 for achieving excellence in customer service in the area of Global Technical Services.

This marks the **#years** consecutive year your “CXDNA Team” have qualified for NFSB Award with overall customer support satisfaction ScoreBoard Index (SBI) rating of 4.9 – You have also achieved excellence in the area of customer loyalty as demonstrated by your Net Promoter Score of 89% –

The 2018 NorthFace ScoreBoard Award recipients will be announced in a news release sent to leading business and trade publications, will be featured on our website, and special dinner presentation at our SCORE Conference. We encourage your company to publicize and promote your NorthFace ScoreBoard Award accomplishment.

Customer Relationship Management Institute LLC (CRMI) created the NorthFace ScoreBoard Award program in 2000 to recognize organizations who not only offer exemplary service to their customers, but who also center their existence on a deep commitment to continuously exceeding customer expectations. Such a customer-centric culture is critical component of a company’s DNA, which is built on the principles of respect, empowerment and trust in others.

The process of determining recipients begins each calendar year in January and closes in late December. Customer satisfaction ratings are reviewed and evaluated in categories such as technical support, field service, account management, professional services, customer training, depot repair, customer service / support, and others. In 2018, more than 400 projects from over 75 companies in diverse industry segments worldwide were judged.

To qualify for the NorthFace ScoreBoard Award a company has to measure their customers’ satisfaction with their overall customer service / support on a calendar year bases and achieve a 4.0 or above out of a possible 5.0 rating (or equivalent rating system ie: 3 – 7 – 10 point) in any of the approved categories. The evaluation method used is the weighted average score (SBI) and / or NPS rating. Rating systems that do not use a five-point scale are converted to the five-point scale. NPS ratings use standard NPS percentage calculation.

We chose Mount Everest to symbolize our award because we believe that the enormous effort required to conquer the world’s most difficult mountain compares favorably with the effort required to achieve World Class Customer Service. The NorthFace ScoreBoard Award proudly salutes, supports and recognizes those organizations...*who continuously exceed customer expectations.*

We again congratulate you and your’ “CXDNA Team” for this outstanding achievement.

Sincerely,

Bill Moore  
Vice President CXDNA Playbook Strategy

Sincerely,

John Alexander Maraganis  
President / CEO



Mount Everest –The North Face  
Just the Facts

Elevation: 29,035'; five miles up;  
the world's highest summit is at  
about cruising altitude of a jet

Local Names:  
Sagarmatha (Nepal)  
Chomolungma (Tibet)

First Ascent:  
1953, Sir Edmund Hillary, NZ  
and Tenzing Norgay, Nepal

Because it's there: in 1924,  
George Mallory and Andrew  
Irvine, GBR, were last seen  
going strong for the top. It is  
unknown if they reached the  
summit before disappearing.

First Oxygen less Ascent:  
1978, Reinhold Messner  
& Peter Habeler, AUS

We’ve chosen Mount Everest to  
symbolize our award because it  
justly equates the enormous  
effort required to conquer the  
world’s most difficult mountain  
with the courage and  
commitment needed to “do the  
right thing” -- to exceed  
customer expectations and  
deliver world-class customer  
service.

