

NorthFace ScoreBoard (NFSB) Award Master Auditor

Join CXDNA Ultimate EcosystemSM Team

NFSB Awards Bundle | Value Added Service

The NorthFace ScoreBoard (NFSB) Award Master Auditor Program provides for bundling the NFSB Awards with your product/services as a “value added service” to your customers.

The NFSB Master Auditor’s agree to conduct the NFSB Audits, per CRMI audit procedures, to verify which of their customers meet the NFSB Award criteria. Those NFSB Master Auditor customers who meet the NFSB Award criteria will receive the NFSB Award with the Master Auditors logo. All NFSB Master Auditors agree to “NFSB Trusted Advisor” principles which is to provide customer value that reduces costs – increase productivity – increases revenue – increases profits while providing their employees with a positive work environment that contributes to building customer value. NFSB Master Auditors will provide custom NFSB award criteria that results in continuous use of their product/services such as conducting customer surveys after each service incident – customer surveys that include questions that measure customer satisfaction with Master Auditor’s product features/services - measure satisfaction with various software modules (knowledge management – self-service – AI – remote assistance – etc.) and/or customer satisfaction with CX/EX Training including on-boarding/post onboarding. The NFSB Awards are determined annually resulting in high continuous usage of the Master Auditors products/services.

NorthFace ScoreBoard Summit Classification criteria:

Those organizations who are NFSB Excellence recipients for seven (7) consecutive years are recognized as reaching the Summit classification. The summit classification NFSB Award is denoted with engraved in gold “Summit” – circle of stars with the number years as a NFSB Excellence Award recipient in the center of stars – “World Class Excellence”. The Summit classification results in NFSB multi-year audit agreements.

NFSB Awards Calendar Year Criteria:

- Certified customer and or employee survey satisfaction ratings
- Master Auditor custom criteria based on continuous usage

NorthFace ScoreBoard Award Program Audit Recipient Services:

- Quarterly Master Auditor CXDNA Report Card
- Quarterly Master Auditor Analysis and Recommendations Briefing
- Annual CXDNA Playbook Advocate online Training
- Annual CEMPRO-CFG Softskills online Training
- Annual review of CSAT/ESAT survey results verify NFSB Award criteria
- Annual NFSB Award recipients press release campaign
- Annual NFSB Award recipients - shipped to Master Auditor’s customers

NFSB Award Recipient Deliverables include:

- One personalized trophy - containing recipient’s logo/master auditor logo
- Digital logo for royalty-free use online and in print
- Press release template suitable for release by your organization
- Marketing rights use of award - tagline - report card
- CRMI Press Release campaign to social communities/newsletter/media partners/virtual conference



Mount Everest - The North Face
Just the Facts

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

Annual Growth: 0.16 inches per year

Age: 50-60 million years

Local Names:

Sagarmatha (Nepal) “Goddess of the Sky”/
Chomolungma (Tibet) “Mother Goddess of the Universe”

First Ascent:

1953, Sir Edmund Hillary, NZ
Tenzing Norgay, Nepal

First Oxygen less Ascent:

1978, Reinhold Messner & Peter Habeler, AUS

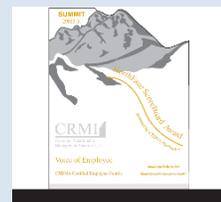
Because it's there: in 1924, George Mallory and Andrew Irvine, GBR, were last seen going strong for the top. It is unknown if they reached the summit before disappearing.

Why Mt. Everest:

Chosen to symbolize our award because it justly equates the enormous effort required to conquer the world’s most difficult mountain with the courage - commitment - skills needed to “create the CXDNA Playbook” - that will continuously exceed customer expectations by creating an employee centric work environment that results in delivering world-class customer service/products.

The Mt. Everest Iconic NorthFace path is the original British Expeditions 1920/1930 and is generally the coldest, iciest most formidable path to the summit.

We thought branding the award as the NorthFace ScoreBoard award - would be just so cool !!!



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