

NorthFace ScoreBoard (NFSB) Product Excellence Award

Join CXDNA Ultimate EcosystemSM Team

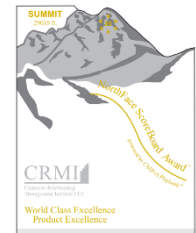
CRMI Customer Relationship
Management Institute LLC
Exceeding Customers Expectations - One Experience at a TimeSM

NorthFace ScoreBoard Award | World-Class Product Excellence

The NorthFace ScoreBoard (NFSB) Product Excellence Award recognizes organizations whose customers have rated their overall product(s) functionality-features-reliability-ease of use-cost of ownership as exceeding all expectations.

Product excellence must be a customer focused process for developing an impactful product or feature. Organizations need to know what customers want, anticipate their needs, understand how they will use the new product or features to ensure product excellence design.

Additionally, those CX vendors who meet the NFSB Product Excellence Award criteria, will earn the CXDNA Ultimate EcosystemSM certification. This certification recognizes CX vendors, as providing “best in class” CX technology/services.



**Product Excellence CXDNA
Ultimate EcosystemSM**

Calendar Year Criteria:

- Certified customer survey ratings product - min. 4.0/5.0 or equivalent rating scale
- Ratings must include overall customer’s satisfaction with product
- CX Product Excellence is a critical component of a company’s DNA

Those organizations who are NFSB Product 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 Product Excellence Award recipient in the center of stars – “World Class Product Excellence”.

Join our NFSB World-class service providers: partial list



Deliverables include:

- One personalized trophy - containing recipient’s logo
- A digital logo for royalty-free use online and in print
- A CRMI issued press release announcing the winners
- A press release template suitable for release by your organization
- Feedback and scoring on CXDNA Playbook strategy as provided by NFSB Audit
- CRMI Recognition on our CRMI website
- CRMI Recognition to social communities (LinkedIn, Twitter, and Facebook)
- CRMI Winners will have the opportunity to purchase additional trophies
- Recognition to our community of 50,000+ CX Professionals via newsletter

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