



CX Playbook Partner Sponsorship Program

Charter Sponsorship
Fee \$7,500

(Valid through Aug. 31, 2017)

The [Customer Relationship Management Institute \(CRMI\)](#) fosters superior expertise in customer relationship management through learning and sharing. We provide the knowledge and services to create a customer-centric culture that will raise the awareness of, commitment to, and competence in customer experience (CX) management.

CRMI develops and delivers online and in-person education programs, professional development services, [CEMPRO™](#) training/certification, and employee recognition and rewards programs.

Our programs focus on best practices in CX, as well as customer and employee engagement, satisfaction, loyalty, and retention. From training curriculum to webcasts to live CX events, we teach the fundamentals of fully integrating CX into an organization's DNA, ensuring that every touch point exceeds customer expectations.

Plus, our methodologies link CX to ROI, so business leaders can clearly see the positive financial impact of their customer- and employee-centric business practices.

Contact [Christina McCarron](#), Director of Membership/Sponsorship Services, at 978-715-2593.

The only strategic marketing program for CX technology providers that brands you as a customer-driven company to more than 200K service and marketing/sales professionals represented in our proprietary SMART database.

The customer experience community is robust and growing rapidly. CX Playbook Partner Sponsors are top providers of CX technology and services.

[CRMI Membership](#)

- Online Company Gallery Directory with links
- *CX Strategy Playbook Review* monthly e-newsletter
 - Quarterly cooperative sponsorship, including article or other content
- CX Lab
 - Offer software and app trials to CX professionals
 - Requires high CSAT ratings for customer service & product performance
 - Unlimited marketing rights to CX Lab logo

Annual CX Technologies HealthCheck Market Research Survey

- Web survey identifies buying criteria for your products & services
- Use HealthCheck ScoreBoard Report to engage prospects

[Annual Building Customers for Life \(BCfL\) Webcast](#)

- Annual webcast in case study format
- Receive full contact info for registrants
- Receive recording for use as online marketing asset after the event

[Annual SCORE Conference \(live & virtual\)](#)

- 50-minute workshop in case study format
- Receive full contact info on all attendees
- Physical/virtual exhibit
- Online Company Gallery Directory with links
- Logo on signage, write-up in brochure
- 500 bonus names from SMART database
- Discounted Passes for customers/prospects

SMART Database – CX Contacts 200k+

- Annual email campaign using your content reaching executives in customer service, sales/marketing
- Annual white paper email campaign

Optional Program

- [NorthFace ScoreBoard \(NFSB\) Award Audit](#)
 - Only award for customer service excellence based solely on customer survey responses
 - Unlimited marketing rights to NFSB logo
 - CSAT telephone surveys drive valid sample size

