

# NorthFace ScoreBoard Awards

## Triple Crown of CXDNA Awards



**CRMI** Customer Relationship Management Institute LLC  
Exceeding Customers Expectations - One Experience at a Time<sup>SM</sup>

## 1 NorthFace ScoreBoard Award | World-Class Customer Service

### Calendar Year Criteria:

- Certified customer survey ratings service- min. 4.0/5.0 or equivalent rating scale
- CX Advocate Certification Required
- CX Critical component of company's DNA

Join our NFSB World-class service providers:



- Take the NFSB Service quiz to see if you qualify !!!



**Building Customers for Life<sup>SM</sup>**

## 2 NorthFace ScoreBoard Award | CEMPRO

### Calendar Year Criteria:

- Certified Customer Experience Management Professional soft-skills training
- Minimum test score 80% - for 90% of Customer Facing Group(s)
- Employee soft-skills training that will raise CXDNA awareness-competence-operational practices to deliver continuous superior customer experiences

Join our NFSB CEMPRO Group:



- Take the NFSB CEMPRO quiz to see if you qualify !!!



**Exceeding Customer Expectations**

**One Experience at a Time<sup>SM</sup>**

## 3 NorthFace ScoreBoard Award | Voice of Employee

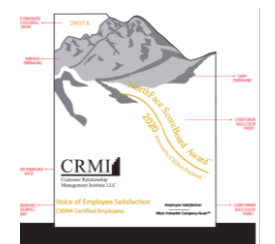
### Calendar Year Criteria:

- Certified Employee Centric Organization
- Requires employee survey rating of a minimum 4.0/5.0 scale
- Employee Satisfaction is the company's most valuable asset

Join our NFSB Employee Centric Organizations: Glassdoor/Indeed/Yelp review for below:



- Take the NFSB VoE quiz, to see if you qualify !!!



**Employee Satisfaction**

**The Most Valuable Company Asset<sup>SM</sup>**

Contact Diane Rivera, Director CXDNA Services at  
Ph: 978-710-3278 | Email: [drivera@crmirewards.com](mailto:drivera@crmirewards.com) | Website: [www.crmirewards.com](http://www.crmirewards.com)