

SMART Program that Complements Your Marketing Efforts

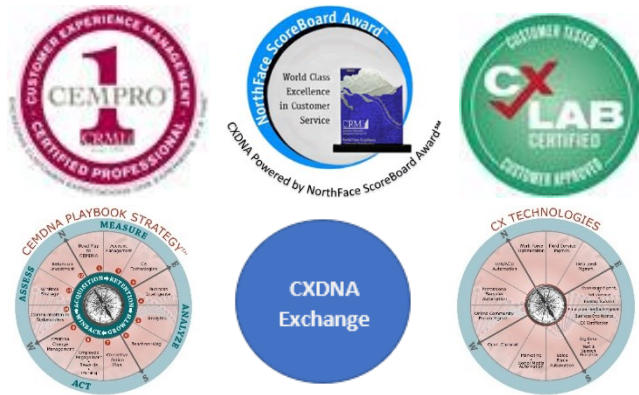
Share the Value of our CX Community

For over 25+ years, CRMI has been a pioneer in identifying the needs of the CX Marketplace through a host of innovative services:

- CXDNA Playbook Strategy Advocate Course
- SCORE Conferences
- Building Customers for Life (BCfL) Webcasts
- Playbook newsletters
- NFSB/CEMPRO industry awards
- CXDNA Exchange
- CEMPRO Training Softskills
- CEMPRO Employee Recognition
- CXLAB Certification
- other key CX services

Through our unique lead generation Systematic Marketing Approach to Researching Targets (SMART) services, we offer organizations a powerful portfolio of services for reaching and engaging a highly targeted, highly motivated audience for CX products/services.

CRMI provides a variety of rich content generation opportunities – both promotional value and reusable content -- through your marketing channels. The combination of your brand knowledge and product/service offerings bolstered by our knowledge of the CX Community will result in unique CXDNA Playbook Thought Leadership and value proposition approach.



Some of Our CX Community:

SMART Database 200K+ CX Contacts



Our SMART Services:

- Annual SMART database rental - unlimited use
- Building Customers for Life (BCfL) webcast - case study
- CXDNA Playbook Workshop - 1 Day live/web
- CXDNA Playbook Thought Leadership Research – VFT500
- CXDNA Playbook Strategy Newsletter – case study
- CXDNA Exchange – Registered CSAT product/service
- SCORE Conference Sponsorships – live/web
- NFSB Award Co-Producer – Clients
- CEMPROCFG Award Co-Producer – Clients
- CRMI CXLAB Certification – Try Before Buy

Some of Our Titles:

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|-------------------------|---------------------|----------------------|
| Chief Customer Officer | VP/Director | VP/Director |
| ▪ Customer Service | ▪ Customer Support | ▪ Sales |
| ▪ Customer Relationship | ▪ Customer Success | ▪ Marketing |
| ▪ Client Services | ▪ Technical Support | ▪ Public Relations |
| ▪ Contact Center | ▪ Self Service | ▪ Account Management |
| ▪ Depot Repair | ▪ Field Service | ▪ Human Resources |
| ▪ Professional Services | | ▪ Training |
| | | ▪ Social Media |

To Learn more about marketing opportunities please contact us today:
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