

Contact:

John H. Ricciardone  
+1-781-876-6285  
[press@cxpa.org](mailto:press@cxpa.org)

FOR IMMEDIATE RELEASE

## Customer Experience Professionals Association Announces 10 New Founding Corporate Members

*More Than 30 Organizations Now Part of Growing Global Trade Group*

**WAKEFIELD, Mass. – June 16, 2011** – The recently formed Customer Experience Professionals Association ([CXPA](#)) today announced the addition of 10 new [Founding Corporate Members](#), increasing the total number of organizations in this membership category to now more than 30.

The new CXPA Founding Corporate Members include:

- [AboutFace Consulting Corp.](#)
- [APAC Customer Services, Inc.](#)
- [Beyond the Arc, Inc.](#)
- [Beyond Feedback](#)
- [MarketTools, Inc.](#)
- [Mike Wittenstein](#)
- [PeopleMetrics](#)
- [Sprint](#)
- [Vivisimo](#)
- [Walker](#)

Led by respected experts in the customer experience field – Bruce Temkin, co-founder and chair, and Jeanne Bliss, co-founder and vice chair – CXPA supports the professional development of its members and advances the field by providing research and education, establishing standards, offering networking and career opportunities, promoting the industry and creating a better understanding of the discipline of [customer experience management](#).

“The establishment of CXPA as the definitive body of like-minded professionals focused on advancing the practice of customer experience management has strongly – and quickly – resonated within the customer experience community,” said Temkin. “We greatly appreciate all the early support and ongoing words of encouragement we have received from our growing number of Founding Corporate Members, Sponsors, and Individual Members.”

## **CXPA Announces 10 New Founding Corporate Members – 2/2**

CXPA offers membership in two categories: Individual and Corporate. Individual Membership is for customer experience professionals in the field. Corporate Membership is open to companies, government agencies, non-profits, educational institutions, tool providers and others offering goods and services related to the field of customer experience. Corporate Memberships provide an unlimited number of Individual Memberships to employees. Additional information about CXPA's membership structure, benefits and dues can be found at [cxpa.org/join](https://cxpa.org/join).

### **About CXPA**

The Customer Experience Professionals Association is a global, non-profit organization dedicated to the advancement of customer experience management best practices. CXPA's members include individuals who develop, manage, optimize and envision how organizations interact with their customers. This community includes customer experience practitioners within companies, vendors who support customer experience efforts and other stakeholders in the industry. CXPA Gold Sponsors include Adobe, Confrimit, Medallia, RightNow Technologies, SapientNitro, Tealeaf Technology and Vivisimo, and Clarabridge, Inc. and ResponseTek are Silver Sponsors. For more information, visit [cxpa.org](https://cxpa.org) and [twitter.com/#!/CXPA\\_Assoc](https://twitter.com/#!/CXPA_Assoc).

###

Customer Experience Professionals Association, CXPA and the CXPA logo are trademarks of the Customer Experience Professionals Association. All other company names mentioned may be trademarks or registered trademarks of their respective holders.