

FOR IMMEDIATE RELEASE

**Omega, CRMI Announce CEMPRO Certification Audit Program
for Customer Relationship Training of Frontline Employees**



Service organizations may now earn CEMPROSM certification for customer relationship skills training programs delivered internally or by a third party



BILLERICA, Mass.; Oct. 17, 2011 – The Omega Management Group Corp. (OMEGA), specialists in driving companies' revenues and profits by implementing Customer Experience Management (CEM) strategies that increase customer satisfaction and employee engagement; and its strategic education and training partner, the Customer Relationship Management Institute (CRMI), announced today that service organizations may now earn Certified CEM Professional Program (CEMPROSM) certification for their training programs designed to improve the customer relationship skills of their frontline employees.

A first-of-its kind training program, CEMPRO certification demonstrates mastery of best practices and uniform standards of excellence that apply to training frontline employees in effective customer relationship skills. CEMPRO certification establishes that qualifying internal or third-party customer relationship training programs meet the demanding CEMPRO certification criteria for frontline employees, which include those involved in technical support, call center and help desk operations, field service, professional services and other customer-facing groups.

Under the CEMPRO Certification Audit program, Omega and CRMI will review the curriculum, course content and exam that comprise a service organization's existing frontline customer relationship skills training program and compare these against the corresponding CEMPRO components. To receive CEMPRO certification, all individuals within each frontline group must participate in the training. Ninety percent (90%) of those in each frontline group must complete the training and achieve a passing score of 80 percent (80%).

Those service organizations whose frontline groups become certified can use the CEMPRO logo in all electronic and print media, such as websites, business cards and service contracts. CEMPRO certification is valid for three years, after which recertification is necessary. In addition, Omega will provide an annual Report Card to the service organization that verifies that the curriculum provided, and exam scores achieved, met the stringent CEMPRO certification criteria. Further, the Report Card may also contain the service organization's audited customer satisfaction and loyalty survey results for the calendar year in which CEMPRO certification was achieved.

“Virtually all companies today recognize that delivering a consistently superior customer experience is absolutely essential in retaining customers and acquiring new accounts,” said John Maraganis, founder, president and CEO of Omega. “The service organization typically owns the customer experience management process, so it is critical to make sure that frontline employees develop strong customer relationship skills. Our CEMPRO Certification Audit Program provides a benchmark for excellence in this area that gives service organizations a valuable branding tool while raising the service awareness and commitment, competence and operational practice of all front line employees.”

About Omega and the CEM Consortium

Since 1984, the Omega Management Group Corp. (OMEGA) (www.omegascoreboard.com) has been a recognized expert in developing and implementing customer experience management strategy (CEM) programs that lead to increased product and service revenue and profits. Services include customer and employee surveys, employee incentive programs, benchmark research and analysis, key account retention strategies, win-back strategies and marketing of customer satisfaction results to stakeholders.

Since 1999, Customer Relationship Management Institute (CRMI) (www.crmirewards.com) has been a recognized expert in providing employee training, recognition programs and empowerment services that create a culture which raises the service awareness, commitment, competence and operational practices of all employees. CRMI provides a wide range of educational workshops designed to help organizations create a workplace where employees are motivated and skilled, customer are valued and relationships are maximized.

Since 1994, Anthony & Alexander Group, LLC (AAG) (anthonyandalexander.com). has been a recognized pioneer in developing and implementing CRM and CEM strategies. AAG specializes in improving customer service operations and service revenues/profits through our staff of proven service executives who have held a position of Vice President of Customer Service/Support.

OMEGA, CRMI and AAG have formed a consortium for best practices in developing a worldwide CEM Playbook Strategy. This consortium has its roots as pioneers in the Customer Experience Management (CEM) and Customer Relationship Management (CRM) marketplace. In the 1970s, the consortium principals helped transform service operations from cost centers to profit centers with the assistance of software technologies and service operation best practices.

###

All trademarks, service marks and company names are the property of their respective owners.