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CRMI Awards First CEMPRO Certification to Two Companies

Rigorous new Customer Experience Management training program recognizes entire field service organizations of Instron and ACIST Medical Systems

BILLERICA, Mass.; June 20, 2011 – The Customer Relationship Management Institute (CRMI), specialists in employee training, recognition programs and empowerment services, announced today the first two companies to be certified under its new Customer Experience Management Professional (CEMPROSM) program. The field service organizations of Instron and ACIST Medical Systems, Inc. have met all the requirements to be CEMPRO-certified organizations for 2011. Over 90 percent of these companies' customer-facing field service employees completed the CEMPRO training and successfully passed the certification exam. ACIST also received CEMPRO certification for its customer support organization.

Instron (www.instron.com), Norwood, Mass., is a leading provider of testing equipment solutions designed to evaluate mechanical properties of materials and components. ACIST (www.acist.com), Eden Prairie, Minn., provides contrast delivery products and services for radiology and cardiology, enabling greater ease and control in obtaining the quality images clinicians rely upon to provide the best patient care possible.

A first-of-its-kind training program, CEMPRO certification demonstrates mastery of best practices and uniform standards of excellence that apply to implementing and managing customer satisfaction/loyalty and employee engagement. CEMPRO certification is specialized to meet the needs of two distinct groups: Corporate/Consultant Advocates and Customer-Facing Representatives. Corporate Advocates are individuals responsible for implementing customer satisfaction programs as well as independent consultants who specialize in CEM strategies.

The second group, Customer-Facing Representatives, may comprise customer service, technical telephone support, professional services, field service and help desk representatives. They receive specialized soft-skills training in building exceptional customer relationships. The CEMPRO Customer-Facing Representative curriculum consists of four web-based modules: building exceptional customer relationships, dealing with difficult customers, problem solving skills, and time management. The certification exam is made up of 50 multiple choice questions to be answered within 90 minutes and requires a score of 80 percent or higher.

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“Instron and ACIST are to be congratulated for embracing these customer-centric principles and recognizing that their customers are important and essential to their continued success,” said Bill Moore, CRMI’s director of employee engagement.

“CEMPRO is the only certification program that takes this comprehensive view of the corporate mandate for customer experience management,” said Moore. “In addition to front-line customer service organizations and executives responsible for this function, CEMPRO appeals to the large and growing number of independent customer loyalty consultants and corporate advocates, who constantly seek career development and enhancement opportunities. CEMPRO certification gives them a valuable competitive advantage within their professions.”

About CRMI

Since 1999, 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. For more information on the CEMPRO program, contact Bill Moore at bmoore@crmirewards.com.

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