



# Customer Relationship Management Institute LLC

Exceeding Customers Expectations - One Experience at a Time<sup>SM</sup>



Triple Crown



Service



Product



CEMPRO



Voice of Employee

**CRMI Honors 33 Service Organizations for Delivering ‘World-Class’ Customer Service  
6 Cited for Certification in Customer Experience Management Professional (CEMPRO)  
2 Cited for Certification in Providing Employee Centric Work Environment (VoE)  
2 Cited for NFSB Triple Crown Award Status – CXDNA Ultimate Ecosystem<sup>SM</sup>**

*– All have consistently exceeded customer expectations with highly engaged employees –*

**Chelmsford, MA: April 1, 2023 – Customer Relationship Management Institute LLC (CRMI)** specialists in driving companies’ revenues and profits by implementing Customer Experience (CX) strategies that makes CX the most critical component of their DNA (CXDNA), announced that 33 service organizations have qualified to receive the [NorthFace ScoreBoard Service Award](#) 2022 for superior customer service, requiring a CSAT rating of 4.0 minimum or an equivalent rating system within the calendar year.

CRMI also recognized six (6) companies for engaging employees to meet the rigorous customer relationship soft skills training requirements needed for the NorthFace ScoreBoard [CEMPRO Award](#) 2022. The certified NFSB **Customer Experience Management Professional (CEMPRO)** award was established in 2010 to provide best-in-class training curricula for organizations who want to certify that their customer-facing groups (CFG) have mastered the skills needed to deliver consistently exceptional customer service. The award criteria requires the entire applicable CFG to receive the training with ninety-percent (90%) achieving a minimum test score of eighty-percent (80%) within the calendar year.

CRMI also recognized two (2) companies who have created an employee centric work environment earning them the NorthFace ScoreBoard **Voice of Employee** award 2022. The award criteria is based on employee survey or third party ratings (Glassdoor - Indeed – etc.) requires minimum 4.0 as rated by their employees within the calendar year. The NFSB Voice of Employee Award was established in 2020 to encourage companies to create an employee centric work environment, which includes career opportunities - competitive benefits program - competitive salary compensation - training to improve work skills - employee recognition, - diversity / equity / inclusion and a balanced home-work life - that results in providing continuous superior customer experiences.

Lastly, CRMI recognized two (2) companies for the special [NorthFace ScoreBoard Triple Crown Award](#) 2022 (established in 2020) for those organizations that qualify for three (3) categories of NFSB Awards within a given calendar year. The NFSB Triple Crown Award tagline **“CXDNA Ultimate Ecosystem<sup>SM</sup>”** recognizes organizations that have achieved the world class excellence standards for all interactions with customers – partners – employees.

Now in its 23<sup>rd</sup> year, the NorthFace ScoreBoard Service (NFSB) award is presented annually to companies who, as rated solely by their own customers, achieved excellence in customer service during the calendar year. Further, all NFSB recipients who have met the criteria of being a recipient for seven (7) contiguous years shall receive special SUMMIT category with the number of contiguous years, denoted on their award, in their NFSB certification letter/deliverables and in their marketing rights. The Summit criteria now extends to all NFSB awards.

“The NorthFace ScoreBoard Award is widely recognized as the most prestigious award for customer service excellence due to its unique customer only vote criteria. The award recognizes organizations that not only offer exemplary customer service but those who have chosen to make their CX strategy the critical component of their company’s DNA”, said John Alexander Maraganis, President & CEO of CRMI. Each year thousands of companies, both domestic and international, are invited to apply for the NFSB Award. **In this year’s audits, more than 5000 companies were invited to participate in NFSB Award Program – the customer service audits included daily – weekly – monthly – quarterly – annual survey projects, many international in scope.** CRMI conducts a review/confirmation of their clients customer satisfaction / loyalty satisfaction survey results (CSAT / LSAT) and requires written

verification of those survey results/processes by the company's CX executive management. All NFSB certified NFSB Auditors are required to review/confirm their clients CSAT/LSAT survey results/processes and submit results to CRMI for approval. All approved Master Auditor clients NFSB awards shall contain Master Auditor logo and CRMI's logo as a Co-branded NFSB Award.

CRMI methodology measures customer satisfaction with services and/or product satisfaction (features-reliability-cost of ownership-etc.) on a 5-point scale (or an equivalent rating system) in such services categories as technical support, field service, customer service, account management, professional services on-boarding, journey mapping, augmented reality, community services and other customer facing functions. **The NFSB recipient companies/business units achieved a 4.0 or above out of a possible 5.0 or an equivalent rating system such as NPS.**

"Due to its unique 'Customer-only vote' criteria, the NorthFace ScoreBoard Award for service has been viewed from its inception in 2000 as the only objective benchmark for excellence in customer service, Maraganis said. CRMI defines ultra-customer loyalty as customers who continuously purchase from the same vendor - even though other choices may offer significantly better pricing - because the vendor consistently exceeds its customers' expectations via team of highly engaged employees."

**2022 NFSB Service Award Recipients:**

**NFSB Master Auditor**

**Twenty-third -time recipients: Summit Status**

- Ultimate Kronos Group: Lowell, MA
- Haemonetics Corporation: Braintree, MA

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**Twenty- second recipients: Summit Status**

- Zoll Medical Technical Services: Chelmsford, MA

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**Twenty- first-time recipients: Summit Status**

- Alfa Wasserman LLC: West Coldwell, NJ

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**Twentieth-time recipients: Summit Status**

- Boston Scientific Corporation: Natick, MA

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**Fourteen-time recipients: Summit Status**

- ACIST Medical Systems Inc.: Eden Prairie, MN

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**Thirteen-time recipients: Summit Status**

- NETSCOUT: Westford, MA

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**Twelve-time recipients: Summit Status**

- Diagnostica Stago Inc.: Parsippany, NJ
- Wolters Kluwer Health, Learning, Research & Practice: Norwood, MA

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**Eleven-time recipients: Summit Status**

- Broadcom Inc: Washington DC
- Yaskawa America Inc: Waukegan, IL

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**Ten-time recipients: Summit Status**

- Avaya Inc: Santa Clara, CA
- Nutanix Inc Support Services: San Jose, CA

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**Eight-time recipients: Summit Status**

- Citrix Systems Inc: Ft. Lauderdale, FL
- Deltek Inc: Herndon, VA
- Fresenius Kabi USA LLC: Lake Zurich, IL
- Wolters Kluwer Health Individual Member: Hagerstown, MD

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**Seven-time recipients: Summit Status**

- Rubrik Inc: Palo Alto, CA
- Cohesity Inc: Santa Clara, CA

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**Six-time recipients:**

- Cengage Learning Inc: Independence, KY
- Hologic Domestic Service: Marlborough, MA
- Hologic Technical Service EMEA: Manchester, UK
- Nutanix Inc Consulting Services: San Jose, CA

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**Five-time recipients:**

- Braze Inc: New York, NY CRMI
- Druva Inc: Sunnyvale, CA CRMI
- Hologic Customer Support EMEA: Manchester, UK Marketii – CXDNA Certified Partner
- REPLIGEN Corporation: Waltham, MA CRMI
- Delinea: Washington DC CRMI

**Four-time recipients:**

- Bracco: Spring Valley, CA Marketii – CXDNA Certified Partner

**Three-time recipients:**

- DataStax Inc: Santa Clara, CA CRMI
- Nasuni: Boston, MA CRMI
- UiPath LLC New York, NY CRMI

**One-time recipients:**

- Braze Inc: Professional / On-Boarding Services, New York, NY CRMI

**2022 NFSB CEMPRO Award Recipients: CXDNA Certified Soft Skills Professionals**

**Four-time recipients:**

- REPLIGEN Corporation: Waltham, MA
- Yaskawa America Inc. Waukegan, IL

**Five-time recipients: Summit Status**

- Rapiscan Systems, Torrance, CA
- Nutanix Inc. Support Services: San Jose, CA

**Six-time recipients:**

- Rubrik Inc. Palo Alto, CA

**Seven-time recipients:**

- Fresenius-Kabi USA LLC: Lake Zurich, IL

**2022 NFSB Voice of Employee Recipients: Certified Employee Centric Work Environment**

**Three-time recipients:**

- Nutanix Inc Support Services: San Jose, CA
- Yaskawa America Inc: Waukegan, IL

**2021 NFSB Triple Crown Recipients: CXDNA Ultimate Ecosystem<sup>SM</sup>**

**Third-time recipients:**

- Nutanix Inc Support Services: San Jose, CA
- Yaskawa America Inc: Waukegan, IL

**Note to Editors:** City and state denotes either company headquarters or principal location where CX strategy work was conducted.

**About CRMI:**

Since 1999, **Customer Relationship Management Institute LLC (CRMI)** has been a pioneer in promoting that providing consistently superior Customer Experience (CX) AND Employee Experiences (EX) is the most critical components of a company's' DNA. Further, that consistently exceeding customers' expectations long term builds customer loyalty which requires competent-engaged employees. As a membership-based resource, we provide "One-Stop shopping" for "everything CX / EX," whether you are new to CX / EX strategies or a veteran CXDNA practitioner. Join thousands of like-minded CXDNA professionals eager to share their customer-employee strategy experiences.

For more information on how to qualify for the **NorthFace ScoreBoard Triple Crown Award**, visit [www.CRMIREWARDS.com](http://www.CRMIREWARDS.com) or call (978) 710-3269 and ask for Diane Rivera, [drivera@crmirewards.com](mailto:drivera@crmirewards.com).