

FOR IMMEDIATE RELEASE**PG 1 OF 2****Customer Experience Strategy. Is It The Right Move For You?**

(ATLANTA, September 2, 2009)

Dissatisfiers, engagement, re-engineering emotional and functional touch points to reflect your customers experience...

This may sound like a different language, and it is. But this language is part of the fastest growing business trend since Six Sigma – Customer Experience Strategy.

With today's demanding consumers, businesses that merely meet expectations see customers defect every day. Companies are realizing that they must move beyond customer satisfaction, and they have begun speaking a new language: customer loyalty. Although this movement is occurring all over the world, many business leaders - to their great detriment - remain dangerously unaware of this critical change in the marketplace.

Executive leadership teams are struggling with their organization's ultimate destiny. And, once aware of this "alternative and exciting customer-centric business philosophy," companies can't move swiftly and creatively enough to capture the "following" that their competitors are also secretly strategizing over.

To support senior leadership, AboutFace™ is pleased to announce the launch of "ACES - Advanced Customer Experience Strategy," its laboratory-style, strategic two-day workshop scheduled September 16-17 at the W Hotel in Midtown Atlanta, Ga. Participants will be submersed in a rigorous process which will translate this methodology into a "Strategic Saturation Plan" with direct application for their business.

"We know implementing this type of change is difficult, but it can be done and the wins are game changing," said AboutFace™ President and CEO Paige Hall. "ACES was conceived after we went on our own search for ways to create a distinct presence in the B2B world. We found the concepts difficult to explain and relate, and we figured other leaders were having the same issues. ACES is the result of the brilliant architecture of our Chief Learning Officer and Strategist, Terena Campagna."

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In this two-day workshop, ACES participants will engage in a stimulating study of customer experience strategy:

- Relevance – Current trends, strategic choices, competitive advantage;
- Insight – Research tools, company evaluation, plan development;
- Advantage – Financial analysis, customer satisfaction, brand loyalty;
- Voice Of Customer – Feedback systems, target groups;
- Touch Point Engineering – Mapping, social networking, customization.

At the end of the session, sponsored by the AboutFace Business Intelligence and Secret Shopping Services Group as well as The A.gen.cy, a boutique-style market research agency lead by Jane Edwards-Hall, participants will have a customized roadmap to focus on the people, product, process and technology needed to succeed.

“What most people will discover,” said Hall, “is that customer experience isn’t nearly as difficult to implement as they imagined and that all of the traditional, financial objectives are met at the same time as you are ‘lifting up your customer.’ All it takes is an authentic willingness to struggle with the concepts and stay in discovery mode.”

To learn more about ACES and to register online, visit http://www.aboutfacecorp.com/ce_ces_aces.cfm.

AboutFace™

Founded in Atlanta, Ga. in 1994, AboutFace™ helps CEOs and their leadership teams conceive clever, customer-centric strategies that engage customers in new and exciting ways. Because we are equally proficient in research, analysis, consulting and training, we are able to develop solutions that effectively deliver robust financial wins.

Editor’s Notes

Interview Available: AboutFace™ President and CEO, Paige Hall

ACES brochure: downloadable ACES brochure is available.

Image Available: AboutFace’s logo is available in high-resolution format.

Key Web Address: www.aboutfacecorp.com

Media Contact: Leigh Trapp, AboutFace Marketing/Publicity,
leigh.trapp@aboutfacecorp.com, 949.355.2262