

## **AboutFace Consulting Corporation Joins The Customer Experience Professionals Association As Founding Corporate Member.**

Global Trade Group Formed By Industry Experts Bruce Temkin and Jeanne Bliss Provides Members With Extensive Research, Education and Networking Opportunities.

[ATLANTA, GEORGIA, August 01, 2011] – AboutFace Consulting Corporation, an Atlanta-based Customer Experience Management, Marketing Research and Mystery Shopping company, announced today that it has joined the Customer Experience Professionals Association ([CXPA](#)), a global industry trade group whose members are responsible for creating and maintaining an overall positive customer experience – a vital objective for any organization that offers products or services for sale.

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 customer experience discipline.

As a reflection of its recognition of the importance of customer experience management, AboutFace Consulting has joined CXPA as a Founding Corporate Member of the growing association.

“As a member of the Customer Experience Professionals Association, we are now part of a unique community of like-minded professionals all focused on advancing the practice of customer experience management,” said Paige Hall, CEO of AboutFace Consulting. “CXPA will also provide us with invaluable professional development and networking opportunities available nowhere else, plus the opportunity to be part of a unified, informed and collective voice to help guide the evolution of customer experience.”

Governed by a Board of Directors to be drawn from its membership, CXPA is led by Bruce Temkin, co-founder and chair, and Jeanne Bliss, co-founder and vice chair – pioneers in the customer experience field who have a deep understanding of the roots of this burgeoning industry and a keen shared vision of its future.

“We greatly appreciate the commitment that AboutFace Consulting is making to the Customer Experience Professionals Association as demonstrated by being a Founding Corporate Member,” said Temkin. “We are pleased to welcome AboutFace Consulting to CXPA, and look forward to closely working together to help create a vibrant future for customer experience management.”

A former Forrester Research analyst for 12 years, Temkin is the managing partner of the [Temkin Group](#), and is widely viewed as one of the leading experts in how large organizations can build differentiation with customer experience.

Bliss spent 25 years as the chief customer officer inside five large U.S. market leaders. Now, as president of [CustomerBliss](#), she coaches executives and their teams on how to drive cultural and operational customer experience transformation. She is also the author of two best-selling books on the subject.

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, and offers an unlimited number of employee memberships.

#### About CXPA

The Customer Experience Professionals Association is a global, non-profit 501(c)(6) 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, SapienNitro, Tealeaf Technology and Vivisimo, and Clarabridge, Inc. and ResponseTek are Silver Sponsors. For more information or to join CXPA, visit [CXPA.org](#).

#### About AboutFace Consulting Corporation

AboutFace Consulting is an Atlanta-based customer experience management, marketing research and mystery shopping company. For more information visit [aboutfacecorp.com](#).

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