

CONSULTANTS

Are you looking for business opportunities?



**Join a group of distinctively selected CXDNA consultants.
Share your thought leadership in *Customer Experience Management*.
Become a Certified CXDNA Playbook Consultant!**

If you have expertise in any vital aspect of Customer Experience Management (CEM) strategy, we want to hear from you!

- Enterprise Feedback Management Software
- CX Technologies
- Customer Relationship Management
- Business Intelligence
- Key Account Strategy
- Account Management Segmentation
- Marketing Communications
- Social Media and the Web
- Corrective Action
- Benchmarking
- Big Data Analytics
- Customer Journey Mapping/Onboarding
- WinBack Strategy
- ROI Analysis
- Employee Engagement
- Change Management

Capitalize on the benefits of being a Certified CXDNA Playbook Consultant

- Through our certified **CEM Professional (CEMPRO-Advocate) Training** curriculum, become an instructor for both on site and public site training in our CXDNA Playbook Strategy. Earn additional compensation based on Green belt - Brown belt - Black belt certification status.
- As a certified CXDNA Playbook Consultant, receive consulting assignments for companies seeking to develop or improve their CXDNA Strategy to achieve the CXDNA Ultimate EcosystemSM.
- Share your industry knowledge and thought leadership as both a panelist and a moderator on our **Building Customers for Life (BCfL) Webcast Series** and attaining national exposure.
- Maximize your sales efforts working with our experienced, professional national sales team.
- Receive additional exposure from our marketing campaigns that will promote your expertise through podcasts - blogs - webcasts - speaking - other media outlets.
- Receive **SCORE Conference** sponsorship and receive special registration discounts for your clients and prospects.
- Receive exposure from our **CXDNA UpToDate** newsletter with CXDNA Playbook articles.
- Earn **CXDNA Charter Membership** status by signing your acceptance of CXDNA Playbook Strategy - CXDNA Exchange - Bill of Rights doctrines.
- Receive marketing rights to the certified CXDNA Playbook Partner logo in all your marketing efforts.
- Reap the financial rewards from our generous Partner Referral Program by recruiting prospects.
- Earn new recurring revenue stream from our NorthFace ScoreBoard (NFSB) Award Master Auditor Program with award Co-branding



The **CXDNA Playbook StrategySM** outlines the key 12 principles and processes associated with developing and implementing a successful CXDNA Strategy. Customer Experience Management (CEM) is a life-long journey that a company commits to making, whose objective is to continuously exceed customers’/employees’ expectations and to achieve the CXDNA Ultimate EcosystemSM.

Since 2001, Customer Relationship Management Institute LLC (CRMI) has been a recognized expert in providing customer/employee experience management services. We have helped many companies increase their revenues and profits by implementing a customer/employee centric strategy that results in building customers/employees for life – **making CX the most critical component of your company’s DNA.**

Become a CXDNA Playbook Speaker



Take advantage of your elite status as a certified CXDNA Playbook Strategist and demonstrate your leadership role in your industry.

NFSB Triple Crown Award



CXDNA Master Auditor

Building Customers for Life Webcast



Contact Us Today!

If you’re interested in learning more about becoming a Certified CXDNA Playbook Consultant with Customer Relationship Management Institute LLC (CRMI), please call Diane Rivera, Director Corporate Membership – Sponsorship Services at (978) 710-3269 or send an email to the drivera@crmirewards.com.

