

Contact: Tara Gibb, ICMI Vice President of Marketing
Ph: 415-845-1019
Email: tjibb@think-services.com



**International Customer Management Institute (ICMI®) Announces Landmark Study
to Measure and Benchmark Contact Center Customer Satisfaction**

U.S. Companies of All Sizes Invited to Participate

Colorado Springs, Colo. – February 17, 2009 – Think Services' International Customer Management Institute (ICMI®) (<http://www.icmi.com>) announced its latest research project today – the ICMI 2009 Customer Satisfaction Benchmarking Study. This three-month study will measure and compare customer satisfaction ratings regarding services they received through customer contact centers.

Companies with any number of customer care agents are encouraged to participate. While keeping all participants anonymous, the study will measure and compare customer satisfaction ratings based on industries, organization sizes, customer bases, and more.

As an independent third-party, ICMI will utilize its Customer Satisfaction Index Service to contact customers once a participating contact center closes a customer case. Surveyed customers will rate their contact center experience on a 5-point satisfaction scale for five standardized questions. The questions address: the courtesy of the agent; the knowledge of agent; the speed of the service provided; the quality of the service provided; and the overall service experience. An open-ended field will also be provided for customers to make additional comments.

Participating contact centers receive the benefits of the Customer Satisfaction Index Service such as customized weekly reports that measure customer satisfaction ratings against their goals, as well as alert notifications if a survey response falls below desired standards, and more. The ICMI service also allows companies to pinpoint agents that perform above or below set goals and compare against others in the industry.

Participation in the study is free, and will occur April 1 – June 30, 2009. The registration deadline is March 13, 2009. Companies can request additional information about the study or register to participate at www.icmi.com/CSIstudy or call 1.800.672.6177. ICMI plans to report the study results in August, 2009 at which time all participants will receive a copy of the results.

Media and analysts may contact from Tara Gibb, ICMI Vice President of Marketing at (415) 845-1019 or tgibb@cmp.com for additional information.

About ICMI

The International Customer Management Institute (ICMI) is the leading global provider of comprehensive resources for customer management professionals – from frontline agents to executives – who wish to improve customer experiences and increase efficiencies at every level of the contact center. ICMI's experienced and dedicated team of industry insiders, analysts, and consultants are committed to providing uncompromised objectivity and results-oriented vision through the organization's respected lineup of professional services including: consulting, training and certification, events, professional membership, and management resources. Learn more at icmi.com.

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