

POTENTIATE WINS TEMKIN GROUP 2016 CUSTOMER EXPERIENCE VENDOR EXCELLENCE AWARDS - AN AUSTRALIAN FIRST!

Temkin Group is a leading customer experience (CX) research and consulting firm based in Massachusetts. Each year, the Temkin Group reviews CX providers' capabilities, results and case studies from across the globe to identify best in class CX vendors.

We have just received confirmation that Temkin Group has selected Potentiate as a winner of their 2016 Customer Experience Vendor Excellence Award for our demonstrated ability to improve overall customer experience outcomes. We are doubly excited as we are the first Australian company to ever win this award.



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We had an exceptionally strong group of nominations this year, but your work particularly stood out and impressed the judges.

- Temkin Group

Being recognised alongside other global CX providers validates Potentiate's best practice research approach and utilisation of the latest technologies to deliver easy to understand, actionable Customer Experience feedback for all stakeholders.

These days, providing a great customer experience plays an increasingly important role within business. An effective CX management program provides not only a leading indicator of future customer loyalty, it helps identify unhappy customers, reduce churn and ultimately, when CX outcomes are improved, can increase revenue or market share. In a connected world and within a competitive category, a great customer experience is also a key point of differentiation that helps attract new customers.



Potentiate has been a leader in the design and delivery of Customer Experience Management programs in Australia since 2009. We work with clients across a number of industries including Automotive, Retail, Leisure, Financial Services and Human Wellbeing to deliver programs that improve customer experience outcomes for these businesses.

We firmly believe in providing real time customer feedback in the right form for each stakeholder group and do not take a one size fits all approach. Our "LIVE" customer experience portals provide both a macro view across the business and a micro customer-by-customer view. This ensures each customer gets personal attention when required and any issues identified are resolved as soon as possible after they occur.

We continue to build additional modules into our CEM offering that increase the actionability of the programs we run so that stakeholders are not just aware of the issues at large, but are empowered with insights and tools to drive continuous improvement.

For more information on the CX Vendor Excellence Awards, please click on the link below:

<http://www.pnewswire.com/news-releases/temkin-group-announces-winners-of-the-2016-customer-experience-vendor-excellence-awards-300246067.html>

To learn more about how Potentiate could tailor a Customer Experience Management program to optimise the customer experience in your business, please contact us directly using the details below:



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