

FOR IMMEDIATE RELEASE

**Omega Honors 44 Companies for Delivering ‘World-Class’
Customer Service; 2 Cited for Certification in Employee Training**

Recipients of Omega’s 2015 NorthFace ScoreBoard AwardSM consistently exceeded customer expectations. CEMPROSM-certified customer relationship training recipients also recognized.

NORTH BILLERICA, Mass.; March 21, 2016 – [Omega Management Group Corp.](#), specialists in driving companies’ revenues and profits by implementing Customer Experience Management (CEM) strategies that increase customer and employee satisfaction, announced today that 44 companies have qualified to receive its [NorthFace ScoreBoard AwardSM](#) for 2015. Omega also recognized two organizations for meeting the rigorous employee customer relationship training requirements needed for [CEMPROSM](#) certification.

Now in its 16th year, the NorthFace ScoreBoard (NFSB) award is presented annually to companies who, as rated solely by their own customers, achieved excellence in customer satisfaction and loyalty during the prior calendar year.

The Certified CEM Professional (CEMPRO) program was established in 2010 to provide best-in-class training curricula for organizations who want to ensure that their customer-facing groups have mastered the skills needed to deliver consistently exceptional customer experiences. CEMPRO is administered by Omega’s strategic education and training partner, the [Customer Relationship Management Institute \(CRMI\)](#).

“The NorthFace ScoreBoard Award recognizes organizations who not only offer exemplary customer service, but who also center their existence on a deep commitment to exceeding customer expectations,” said John Alexander Maraganis, president & CEO of Omega. “In 2015, more than 275 projects, many international in scope, were audited from 71 companies based in the U.S. and abroad. The majority of companies are repeat recipients, which shows that, despite the tough economy, implementing a CEM strategy is a reliable, proven way to achieve business success.”

Omega’s methodology measures customer satisfaction and loyalty levels on a 5-point scale (or equivalent) at least four times during the year in such categories as technical support, field service, customer service and account management. The 44 NFSB recipients are companies who, based solely on survey responses from their own customers, achieved a 4.0 or above out of a possible 5.0 or equivalent.

“Due to its unique ‘customer-only vote’ criteria, the NorthFace ScoreBoard Award has been viewed from its inception in 2000 as the only objective benchmark for excellence in customer service,” Maraganis said. “Omega defines ultra customer loyalty as customers who continuously purchase from the same company -- even though other choices may offer significantly better pricing – because the company consistently exceeds its customers’ expectations.”

Omega’s research indicates that companies that consistently achieve a 4.0 rating or above have reached the “Loyalty Zone.” This means they have succeeded in locking in profitable, long-term customer relationships, and this significantly raises the bar on their competitors.

Omega will formally present the NFSB and CEMPRO awards to recipients during ceremonies on May 26 at its [SCORE Conference 2016](#), being held at the Seaport Boston Hotel & World Trade Center from May 25-27. Now in its 14th year, SCORE remains the only event in the customer service industry focused on CEM best practices to acquire, retain, grow and win-back customers. SCORE speakers also explain how CEM can be applied to customer-facing operations such as contact centers, field service organizations, professional services, help desks and technical support. Hundreds of service, support, sales, marketing and human resources executives from the country’s leading firms attend the conference each year.

NFSB 2015 Recipients:

<p><u>Sixteen-time recipients:</u></p> <ul style="list-style-type: none"> • Haemonetics Corporation; Braintree, MA • Kronos Incorporated; Chelmsford, MA <p><u>Fifteen-time recipients:</u></p> <ul style="list-style-type: none"> • ZOLL Medical; Chelmsford, MA, for Technical Support <p><u>Fourteen-time recipients:</u></p> <ul style="list-style-type: none"> • Alfa Wassermann, LLC; West Caldwell, NJ • Analog Devices, Inc.; Norwood, MA <p><u>Thirteen-time recipients:</u></p> <ul style="list-style-type: none"> • Boston Scientific Corporation; Natick, MA • Carl Zeiss Meditec, Inc.; Dublin, CA • FLIR Surveillance Systems, Inc.; North Billerica, MA <p><u>Twelve-time recipients</u></p> <ul style="list-style-type: none"> • None <p><u>Eleven-time recipients:</u></p> <ul style="list-style-type: none"> • KVH Industries, Inc.; Middletown, RI <p><u>Ten-time recipients:</u></p> <ul style="list-style-type: none"> • None <p><u>Nine-time recipient:</u></p> <ul style="list-style-type: none"> • Serena Software; San Mateo, CA <p><u>Eight-time recipient:</u></p> <ul style="list-style-type: none"> • DMS Health Technologies; Fargo, ND <p><u>Seven-time recipient:</u></p> <ul style="list-style-type: none"> • ACIST Medical Systems, Inc.; Eden Prairie, MN <p><u>Six-time recipient:</u></p> <ul style="list-style-type: none"> • NETSCOUT; Westford, MA 	<p><u>Five-time recipients:</u></p> <ul style="list-style-type: none"> • Accuray Incorporated; Sunnyvale, CA • Diagnostica Stago, Inc.; Parsippany, NJ • Masimo Corporation; Irvine, CA • Pitney Bowes, Inc., Worldwide Software Support; Troy, NY • Stratus Technologies, Inc.; Maynard, MA • Wolters Kluwer Health Learning, Research & Practice, Customer Engagement--Enterprise; Norwood, MA • Wolters Kluwer Health / UpToDate; Waltham, MA <p><u>Four-time recipients</u></p> <ul style="list-style-type: none"> • CA Technologies; Islandia, NY • ERT; Philadelphia, PA • Mouser Electronics, Inc.; Mansfield, TX • Oracle Corporation; Redwood Shores, CA • Yaskawa America, Inc.; Waukegan, IL <p><u>Three-time recipients:</u></p> <ul style="list-style-type: none"> • Avaya; Basking Ridge, NJ • Avaya Global IT; Basking Ridge, NJ • Dealertrack Technologies Inc.; Lake Success, NY • Hewlett Packard Enterprise; Palo Alto, CA • Illumina, Inc; San Diego, CA • Metalogix Software US, Inc.; Washington, D.C. • Nutanix; San Jose, CA <p><u>Two-time recipients:</u></p> <ul style="list-style-type: none"> • Alfresco Software Inc.; San Mateo, CA • Service Strategies Corporation; San Diego, CA <p><u>First-time recipients:</u></p> <ul style="list-style-type: none"> • Bruker BioSpin Group; Billerica, MA • Citrix Systems, Inc.; Ft. Lauderdale, FL • Deltek, Inc.; Herndon, VA • Fresenius Kabi USA LLC; Lake Zurich, IL • Haemonetics Plasma; Braintree, MA • Internet & Telephone; Methuen, MA • OpenLink; Uniondale, NY • SimpliVity, Westborough, MA • Wolters Kluwer Health Individual and Member Care, Health Learning, Research & Practice; Hagerstown, MD • Ricoh USA, Inc.; Malvern, PA
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CEMPRO 2015 Recipients:

<u>Second-time recipient:</u> <ul style="list-style-type: none">• Haemonetics Corporation; Braintree, MA	<u>First-time recipient:</u> <ul style="list-style-type: none">• Yaskawa America, Inc.; Waukegan, IL
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Note to Editors: City and state denotes either company headquarters or principal location where CEM strategy work was conducted.

About Omega

Since 1984, the [Omega Management Group Corp.](#) has been a recognized expert in developing and implementing customer and employee experience management strategy (CEM) programs that drive product and service revenue and profits. Services include customer and employee surveys, employee incentive programs, benchmark research and analysis, key account retention strategies, win-back strategies, consulting and marketing of customer satisfaction results to stakeholders and the marketplace.

For more information on how to qualify for the [NorthFace ScoreBoard Award](#) or to attend [SCORE Conference 2016](#), visit www.omegascoreboard.com or call (800) 711-5196 and ask for Christina.

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