

# Synovate Customer Experience joins CXPA as Founding Corporate Member

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Synovate Customer Experience, Synovate's global practice dedicated to customer experience research and consulting, has announced that it has joined the Customer Experience Professionals Association ([CXPA](#)) as a Founding Corporate Member. The CXPA is a global industry trade group whose members are responsible for creating and maintaining an overall positive customer experience - a vital objective for any organisation that offers products or services for sale.

"Synovate Customer Experience is committed to helping our clients continuously improve their customer experiences globally and thereby growing their businesses," said John Carroll III, Global Head of Synovate Customer Experience. "Joining the CXPA as a Founding Corporate Member offers tremendous opportunity to share insights with some of the brightest minds in the industry and work together to make significant advancements to the practice of customer experience management - ultimately benefiting our clients."

The 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.

Governed by a Board of Directors to be drawn from its membership, the 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 Synovate Customer Experience is making to the Customer Experience Professionals Association as demonstrated by being a Founding Corporate Member," said Temkin.

## About CXPA

The Customer Experience Professionals Association is a global, non-profit organisation dedicated to the advancement of customer experience management best practices. The CXPA's members include individuals who develop, manage, optimise, and envision how organisations 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, SapientNitro, Tealeaf Technology, and Vivisimo, and Clarabridge, Inc. and ResponseTek are Silver Sponsors. For more information or to join CXPA, visit [CXPA.org](#).

## About Synovate and Synovate Customer Experience

Synovate, the market research arm of Aegis Group plc, generates insights to help clients drive competitive brand, product and customer experience strategies. A truly borderless company with offices in over 60 countries, our approach combines best in class global research capabilities with personalised service, local knowledge and the flexibility to create teams and processes that meet clients' specific requirements. At Synovate, our clients sit at the top of our organisational chart, driving us to continually develop more innovative research solutions that predict actual business outcomes.

Synovate Customer Experience is Synovate's dedicated research and consulting group which brings together more than 100 passionate practitioners around the world who focus exclusively on customer experience. Our knowledgeable specialists work hard to continuously develop more relevant, cost-effective, speedy ways to measure, understand and influence customer experiences, attitudes and behaviors. We serve leading enterprises in every sector and geography with a particular emphasis on assisting Chief Customer Officers in major multinational organisations.

For more information on Synovate visit [www.synovate.com](http://www.synovate.com) and go to [www.synovate.com/ce](http://www.synovate.com/ce) to learn more about Synovate Customer Experience.

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