



Consumer Contact Loyalty Monitor™ Welcomes 9 Certified Net Promoter Associates

Consumer Contact Loyalty Monitor™ announced today the accreditation of nine full time colleagues to Certified Net Promoter® Associates. This is a significant step in the company's transition from a provider of quality research, to a partner in customer loyalty analysis, enabling our clients to further benefit from Consumer Contact's customer satisfaction and loyalty services.

Toronto, ON ([PRWEB](#)) July 27, 2010 -- Consumer Contact Loyalty Monitor™ announced today the accreditation of nine fulltime colleagues to Certified Net Promoter® Associates. This marks an acceleration of Consumer Contact's expansion from a provider of quality loyalty research data to that of a consulting partner involved in the implementation of successful NPS® and closed-loop feedback programs. Derek Bildfell, CEO of Consumer Contact has observed that "Our clients find that the access to unfiltered customer comments in a timely and actionable format increases customer centric behaviour across the organization."

The NPS® Certification program includes an intense three-day training program inspired by Fred Reichheld's theories on customer loyalty. The program teaches Net Promoter® theory, how to effectively implement a loyalty program within a company and how to implement an employee incentive rewards program. After successfully passing the examination, Certified Associates are able to offer consulting and analysis on a company's loyalty program status while producing recommendations and courses of action.

Consumer Contact is the only Net Promoter® Loyalty Partner with 9 Certified Associates. Consumer Contact is dedicated to furthering our knowledge of how to better collect data relevant to customer loyalty while simultaneously implementing the process of generating reports for clients and providing feedback and recommendations.

As Canada's first Net Promoter® Loyalty Partner, Consumer Contact has developed the Closed-Loop Performance Management and Reporting system, using the Net Promoter concept. This, combined with our NPS® trained and certified staff, creates the ideal opportunity for your company to benefit from our customer satisfaction and loyalty services.

With an over-saturation of customer relationship tracking methodologies in the marketing industry, Consumer Contact values the theory and principals associated with Net Promoter®. NPS® reinforces the relationship with our clients as one of transparency, solid research principals and proven processes and results. Consumer Contact Loyalty Monitor allows for real time access to reports which separates it from other methods that at times entail unknown or unproven practices. Consumer Contact's employee NPS training and certification is just another step in our transition from a provider of quality research, to a partner in customer loyalty analysis.

About Consumer Contact Loyalty Monitor™

Consumer Contact Loyalty Monitor™ is a division of Consumer Contact ULC that conducts over 1 million interviews with our client's customers each year. The organization is driven by a passion for quality based on



nearly 40 years of experience. Consumer Contact has the well-earned reputation as being the company that can handle the largest, most complex research projects. The North American based company has five call centers with 450 stations. Industry leading interviewer training and quality control, combined with Client Project Teams and easily accessible off-site monitoring, guarantees the highest of quality standards.

About Net Promoter®

Net Promoter® is both a loyalty metric and a discipline for using customer feedback to fuel profitable growth. Developed by Fred Reichheld, Satmetrix, and Bain & Company, the concept was first popularized through Reichheld's book *The Ultimate Question*, and has since been embraced by leading companies worldwide as the standard for measuring and improving customer loyalty. The Net Promoter Score™, or NPS®, is a loyalty metric that is based on customers' likelihood to recommend the company's product or service. NPS is calculated as the percentage of customers who are Promoters, minus the percentage who are Detractors. More information is available at <http://www.netpromoter.com>.

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<http://www.loyaltymonitor.ca>

Further information about loyalty monitor partners is available at www.loyaltymonitor.ca and www.satmatrix.com. More information on Net Promoter is available at www.netpromoter.com

Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld.

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Online Web 2.0 Version

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