



Contact: Bob Kobek
317-816-6000 Ext. 100
Media Contact: Georgi Bohrod
619-255-1661
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CustomerCount's® Innovative Platform recognized by CIO Review Magazine
Ranks Among The Most Promising CEM Solution Providers

INDIANAPOLIS, IN (April 3, 2020) – CIO Review Magazine, which attracts the highest concentration of enterprise CIOs and business technology executives with peer insight and expertise on business strategy, innovation, and leadership, has named CustomerCount® in its annual listing of 20 companies at the forefront of providing Customer Experience Management solutions and transforming businesses.

CustomerCount was created in 2007 by Mobius Vendor Partners (MVP), the well-known business process design, management and performance improvement company.

Over the past two decades, MVP's experience corroborated the importance of measuring performance and creating tools to help manage customer feedback.

CustomerCount was originally designed to improve customer experience within three segments: sales experience, contact experience and product experience.

Since then, the acceptance of the platform has been widespread in the hospitality, contact center, and education sectors.

CustomerCount collects, measures and reports customer feedback through branded, customized online surveys. These surveys are formulated to measure the quality of the customer experience in more than 40 languages. CustomerCount feedback systems may be integrated into most any customer interaction ranging from point of original contact to post-trip experience and every touch point in between.

Some of the platform's most recent enhancements include analysis of both structured and unstructured data, SMS deployment and the ability to protect clients from compliance issues.

Bob Kobek, President of CustomerCount, says "We are honored to be among those named to this prestigious group of technology innovators. Our focus on adapting to our customer's ever-changing needs for measurement and robust reporting is backed up by excellent customer service. We are thrilled to be in the company of other exceptional companies and their advanced platforms."

Also noted in the praise for CustomerCount by *CIO Review* is the collaboration with clients to understand their needs and ensure that they get the right platform to support their voice of the customer goals.

Whether assisting clients with business processes or helping them gather and analyze data about their customers, both MVP and CustomerCount are known for taking the time to learn the significant aspects of their client's organization and industry that impact the areas of performance upon which their efforts are focused. Armed with this intelligence, they are positioned to measure and provide effective recommendations and solutions to enhance their client's process performance.

About [Mobius Vendor Partners](#)

Founded in 1999, Mobius Vendor Partners (Mobius) is a business process design, management and performance improvement company with personnel committed to excellence in assessment and deployment. We help our client organizations increase efficiency and effectiveness to gain positive, bottom line impacts. At Mobius, we provide solutions whose immediate or forecasted impacts are measurable in quantitative and/or qualitative terms. We work with our clients to identify the key performance indicators related to our solutions and develop processes/systems for effective reporting.

About [CustomerCount](#)®

CustomerCount is a feature-rich, cloud-based survey solution providing intuitive real-time reporting, fast turnaround on requested updates, and detailed and dynamic data gathering capabilities to support process improvement efforts, build customer loyalty and improve your bottom line. Developed and managed by Mobius Vendor Partners, CustomerCount was initially designed for the timeshare and contact center industries and is now used by organizations across numerous different vertical markets and industries. For more information, visit www.customercount.com or call 317-816-6000. Follow them at <http://www.customercount.com/blog/>; www.linkedin.com/CustomerCount; on [Twitter @CustomerCount](#) or facebook.com/CustomerCount.