



**FOR IMMEDIATE RELEASE**

**Contact:**  
Sarah Saar  
Executive Director  
502.574.9041  
ssaar@hqtrs.com

**MSPA Americas CXE<sup>3</sup> Conference in Cleveland**  
*FastMSP announced as premier sponsor*

**Louisville, KY (September 29, 2018)** – MSPA Americas, the trade association representing the customer experience management and measurement industry, is pleased to announce 2018 CXE<sup>3</sup> Conference to be held October 10-12, at The Metropolitan at the 9, in Cleveland, Ohio.

MSPA Americas is the professional association dedicated to companies in the customer experience and customer metrics industry, as well as companies in the support of retail, restaurants, healthcare, travel and the gamut of today's customer service industries. The CXE<sup>3</sup> Conference is intended for provider companies, as well as vendors who provide goods and services to provider companies. New this year, companies who are clients of MSPA provider members will attend the conference.

The theme of the CXE<sup>3</sup> Conference is defining and setting the gold standard for the customer experience industry by companies building their business, emphasizing the importance of measuring and managing the customer experience. Speakers are from a variety of companies in the customer experience industry and include mystery shopping and software providers, benchmarking and consulting companies, entertainment and independent contractor groups.

"Our CXE<sup>3</sup> Conference is an exciting opportunity to network, learn and experience all of the pieces of the customer experience industry and we are excited to have [FastMSP](#) as the premier sponsor during their first year as a member," says Charles Stiles, MSPA Americas' President.

For the full agenda and other details about MSPA's CXE<sup>3</sup> Conference, visit: <http://mspa-americas.org/2018>.

###

[MSPA Americas](#) connects and supports the businesses that influence the customer experience through managing, quantifying, interpreting, enhancing and re-defining the customer experience. Widely recognized as the leader in customer service experience measurement, management, and training, MSPA Americas is made up of member companies that provide these services to a variety of industries. The association strengthens the customer experience industry by uniting the efforts and actions of its members and supporting the businesses they serve.