



For Immediate Release

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MSPA Americas Announces 2018 Shoppers' Choice Winners

Louisville, KY (June 22, 2018) – MSPA Americas, the trade association representing the customer experience management and measurement industry, congratulates the winners of the 2018 Shoppers' Choice Awards. The winners, chosen by MSPA Americas Independent Contractor Plus Members, were announced at the annual ShopperFest conference.

The 2018 MSPA Americas Shoppers' Choice Winners are:

- A Closer Look
- Market Force Information Inc.
- IntelliShop
- BARE International
- TrendSource, Inc.

MSPA Americas hosted the 2018 ShopperFest June 15-17 at the Embassy Suites DFW in North Grapevine, Texas. Each year, the event attracts independent contractors as well as executives from customer experience management and measurement firms from across the country.

For more information, visit our website at www.mspa-americas.org.

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[MSPA Americas](http://www.mspa-americas.org) 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.