For Immediate Release

Contact:
Caitlin Horsley
Public Relations Specialist
(502) 574-9029
chorsley@hqtrs.com

Customer Experience Professionals to Convene in L.A. in 2015

Louisville, KY (May 21, 2015) – The MSPA-NA (formerly known as the Mystery Shopping Providers Association of North America), the trade association representing the customer experience management and measurement industry, will host its 2015 CXE^3 conference on October 13-15 at the Hilton Universal City in Los Angeles, California.

CXE^3 attendees include executives from mystery shopping firms, marketing research and merchandising companies, surveyors, field audit firms, loss prevention firms, and others. The conference will feature educational seminars, networking opportunities, professional development and updates regarding important issues within the customer experience management and measurement industry.

"Enhancing customer experience – by providing actionable information and data – is the core mission of our industry." said Rich Bradley, president of MSPA-NA. "I look forward to collaborating with and welcoming my colleagues to Los Angeles, California in October."

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

###

MSPA-NA 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-NA 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.