

# Press Release

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## **Beyond Philosophy Launches 'Global Leaders of Customer Experience Management' Research 2013**



Beyond Philosophy is pleased to announce their latest Thought-Leadership Research. This is their second [annual survey of the Global Customer Experience Management](#) market.

In their previous survey (2011/2012) Beyond Philosophy identified, the top 10 Customer Experience Companies by performance and were first in the market to identify the dangers to CEM posed by the rebranding initiatives of software vendors. Through their research it also clarified how the market is redefining CEM and a maturity model for how CEM is evolving globally. The results were mentioned in leading media such as CNN, Forbes and [Huffington Post](#).

Beyond Philosophy will also be releasing an e-book of key commentaries by CEM leaders.

This year; Beyond Philosophy aim to develop much more exciting Thought-Leadership. If you are interested in this research, and would like to get a copy of the executive summary please [contact](#) Beyond Philosophy.

In addition, upon request, Beyond Philosophy will be happy to share with you the 2011/2012 Global Customer Experience Management survey results, webinar and relevant key blogs.

If this sounds interesting, don't hesitate to get involved in this year's Global Customer Experience Management research.

## **Beyond Philosophy**

Founded in 2002, Beyond Philosophy is a leader in helping organizations to create deliberate, emotionally engaging Customer Experiences that drive value, reduce costs and build competitive advantage. Specializing in strategic consultancy services, custom research, training and education, the company's thought leaders have also pioneered new methods of analyzing both the rational and emotional sides of the Customer Experience. Beyond Philosophy's four internationally bestselling books – *Building Great Customer Experiences*; *The DNA of Customer Experience*; *Revolutionize Your Customer Experience*; and *Customer Experience: Future Trends and Insights* – are available through the company's website or through any bookseller.

Beyond Philosophy maintains offices in Atlanta, Georgia and London, England. Additional information can be found at [www.beyondphilosophy.com](http://www.beyondphilosophy.com).

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