

Instron® Recognized for Customer Satisfaction Excellence

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Instron’s field service and customer support team has been recognized by Omega Management Group Corp. for achieving excellence in customer satisfaction in field services and support during 2011.

The NorthFace ScoreBoard AwardSM is an annual recognition of companies who, as rated solely by their own customers, consistently exceeded expectations in customer satisfaction during the prior calendar year. Omega’s methodology measures customer satisfaction and loyalty levels on a 5-point scale (or equivalent) at least four times during the year in such categories as technical support, field service, customer service, and account management. As part of Instron’s customer satisfaction program, customers in North America reported satisfaction with Instron Services as being 4.5 on a 5-point scale.

“The NorthFace ScoreBoard Award recognizes organizations who not only offer exemplary customer service, but who also center their existence on a deep commitment to exceeding customer expectations,” said John Alexander Maraganis, President and CEO of Omega. “In 2011, more than 300 projects, many international in scope, were audited from 41 companies based in the U.S. and abroad.”

“Instron’s Professional Services Team continually strives to improve customer satisfaction by making the voice of the customer and processes a top priority,” said John Durkin, General Manager, Instron Americas Services. “We make areas such as employee training, post installation follow-up, customer surveys, issue resolution, and service delivery tools a priority. It is our intent to exceed our customers’ expectations and we strive to do this in all aspects of our operations.

“We follow up with customers when we fail to meet their expectations to learn what we can do to improve,” Durkin said. “Our customers’ needs continue to be our top priority as we move forward, and as we strive to continuously improve our customer experience with our products and services, we thank our customers for their feedback, and will continue to build and strengthen our long-term relationships.”



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