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FOR IMMEDIATE RELEASE

Alexander Doak joins as Director of Customer Success

BOSTON, MA. (October 12, 2016) – CX Workout, a wholly owned subsidiary of The Service Profit Chain Institute is pleased to announce that Alexander Doak has joined as the Director of Customer success for the SaaS-based software firm.

“We are delighted Alex has joined our team and are excited about the contribution we know he will make” remarked Joe Wheeler CX Workout’s President.

Mr. Doak brings a wealth of experience leading support for other SaaS and technology providers including Time Doctor and Staff.com.

“I think CX Workout represents a significant opportunity to make a big difference in our industry,” said Mr. Doak, “and I look forward to working with our clients to support their applications in using the platform.”

About The Service Profit Chain Institute

The Service Profit Chain Institute was founded in 2005 by Joe Wheeler and Professors James Heskett and W. Earl Sasser of the Harvard Business School. Its mission is to help clients succeed by connecting the links between employees, customers and profits.
www.serviceprofitchain.com or at www.cxworkout.com

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