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**FOR IMMEDIATE RELEASE**

**CX Workout Featured in Forrester Research Review of Journey Mapping Tools**

BOSTON, MA. (September 24, 2016) – CX Workout, a wholly owned subsidiary of The Service Profit Chain Institute is pleased to announce that it will be featured in a soon to be release review of customer experience journey mapping tools entitled: *The New World of Customer Journey Mapping Software*.

This comprehensive report reviews several leading journey mapping tools and suggest that, “For testing and validating journey hypotheses, use a tool like **CX Workout** that invites customers to use their smartphones to collect quantitative and qualitative journey data and also has survey and polling features for quick validation.”

“We are really excited to be included in Forrester Research’s review of journey mapping software tools as a strong validation of the differentiation CX Workout brings to our industry,” commented Laura Gallant, CX Workout’s Director of Operations.

**CX Workout** represents the next generation of journey mapping software, by going beyond journey mapping to true customer co-creation. For more information visit [www.cxworkout.com](http://www.cxworkout.com)

**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](http://www.serviceprofitchain.com) or at [www.cxworkout.com](http://www.cxworkout.com)

**About Forrester Research**

Forrester is one of the most influential research and advisory firms in the world. We work with business and technology leaders to develop customer-obsessed strategies that drive growth. Forrester’s unique insights are grounded in annual surveys of more than 500,000 consumers and business leaders worldwide, rigorous and objective methodologies, and the shared wisdom of our most innovative clients. Through proprietary research, data, custom consulting, exclusive executive peer groups, and events, the Forrester experience is about a singular and powerful purpose: to challenge the thinking of our clients to help them lead change in their organization

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