

**Contact Information:**

CX Workout  
Laura Gallant  
[laura.gallant@cxworkout.com](mailto:laura.gallant@cxworkout.com) – 855-204-2012

**FOR IMMEDIATE RELEASE****CX Workout Announces New Software Release**

BOSTON, MA. (November 28, 2016) – CX Workout, a wholly owned subsidiary of The Service Profit Chain Institute is pleased to announce the release of version 1.33 of its CX Workout Customer Experience software platform.

“This release has produced some new features that our customers and partners are quite excited about, including some advanced features for design thinking team and a significant enhancement to the journey map itself,” remarked Joe Wheeler CX Workout’s President.

CX Workout represents the leading platform in next generation customer experience software that goes beyond journey mapping to true customer co-creation. Learn more at [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)

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