

Customer Care News Magazine names Talk of the Town Awards as Sponsor and Editorial Contributor

FARMINGTON HILLS, Mich., April 5 (SEND2PRESS NEWSWIRE) – Celebration Media U.S. (CMUS) has announced that its research division, CMUS Talk of the Town Awards, will sponsor and contribute trends and issues articles to Customer Care News Magazine (www.customercarenews.com), its quarterly publication devoted to providing businesses with the very latest information and emerging strategies on improving customer satisfaction, customer care and employee collaboration.

The Talk of the Town News and Awards, a division of CMUS, honors businesses and professionals excelling in customer service using a rating system that's based on countless hours of research and feedback from almost one million consumer-review websites, blogs, social networks and business rating services. These reviews and other award information are used to determine the top companies across the country, and only businesses with a four- or five-star rating receive the awards.

Along with the regular features and articles, upcoming issues of Customer Care News Magazine will include profiles and case studies of recipients of the Talk of the Town Award for Excellence in Customer Satisfaction, as well as increased coverage of trends and issues that impact online reputation management and customer service.

Dale Jaslove, Publisher at Customer Care News Magazine said "The addition of the CMUS Talk of the Town Awards as a sponsor is important to our magazine because it will give us the inside track to learn from small, medium and large companies that are leading the way in customer care as well as identifying trends from their extensive data and research they have collected."

The contributions from the Talk of the Town Awards will begin with the summer edition.

Past issues of the publication have included content from contributors such as Bruce Jones, programming director of the Disney Institute, the professional development and external training arm of The Walt Disney Company; Richard Levick, Esq., crisis communications expert and President and CEO of Levick Strategic Communications; the Forum for People Performance Management and Measurement, a Naperville-Illinois-based research center affiliated with Northwestern University; and question and answer sessions with the leadership of the United Auto Workers, (UAW).

For more information, advance articles or to see the recently released spring issue, please visit www.customercarenews.com .

About Celebration Media U.S. and Talk of the Town News and Awards:

Celebration Media U.S. (CMUS) provides companies with valuable information on improving customer care through its publishing division, which produces Customer Care News Magazine, and its research department, which provides businesses with information on customer service best practices.

News issued by: Celebration Media U.S.



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Original Story ID: 2011-04-0405-005 (6832) :: 2011-04-0405-005-Celebration-Media

Original Keywords: CMUS Talk of the Town Awards, trends and issues articles to Customer Care News Magazine, Dale Jaslove, Michigan business news Celebration Media U.S. Farmington Hills Michigan FARMINGTON HILLS, Mich.

Alternate Headline: Celebration Media U.S. brings two units together for trends and issues articles

NEWS ARCHIVE NOTE: this archival news content, issued by the news source via Send2Press Newswire, was originally located in the Send2Press® 2004-2015 2.0 news platform and has been permanently converted/moved (and redirected) into our 3.0 platform. Also note the story "reads" counter (bottom of page) does not include any data prior to Oct. 30, 2016. This press release was originally published/issued: Tue, 05 Apr 2011 17:25:07 +0000