

NEWS RELEASE

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Creating Do-It-Yourself Customers Wins Book Award

Reno, NV January 27, 2006 – The International Society for Performance Improvement (ISPI) announced today that the book *Creating Do-It-Yourself Customers: How Great Customer Experiences Build Great Companies*, authored by Peter C. Honebein, Ph.D. and Roy F. Cammarano, has won its prestigious Award of Excellence.

ISPI's Award of Excellence designation recognizes significant contributions to the science and profession of human performance improvement. This award is considered the most prestigious award in the field of Human Performance Technology.

The book's principle idea is that for customers to experience greater satisfaction, businesses must wrap their goods and services with performance-enhancing experiences. Customers need *vision* so they know what they are expected to do. They need *access* to tools that enable them to perform. They need *incentives* to motivate desired performances. And they need *expertise* so they can perform tasks competently. The book refers to the orchestration of these four strategies as a *coproduction experience*, which forms the cornerstone for how businesses create do-it-yourself customers.

"In today's economy, where customers are performing much like company employees, businesses need guidance on creating great coproduction experiences," says Honebein. "The ISPI award recognizes the importance of our ideas in helping businesses increase customer satisfaction, trust, loyalty, and lifetime value."

Honebein and Cammarano are principals of the Customer Performance Group, a marketing and management strategy consulting firm. Honebein is also an adjunct professor at Indiana University and the University of Nevada, Reno.

Founded in 1962, the International Society for Performance Improvement (ISPI) is the leading international association dedicated to improving productivity and performance in the workplace. ISPI represents more than 10,000 international and chapter members throughout the United States, Canada, and 40 other countries. ISPI's mission is to develop and recognize the proficiency of our members and advocate the use of Human Performance Technology.

Information about the book may be found at www.doityourselfcustomers.com.

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