

## Yaskawa Wins 2020 Customer Experience Award

*In recognition of customer experience excellence, this is the 6th year in a row that Yaskawa America has been honored with this award.*

Waukegan, IL, March 16, 2021 – For its proven customer experience excellence, Yaskawa America has won the Interaction Metrics 2020 Superior Customer Experience award. This is the sixth year in a row, Yaskawa America has achieved this honor.

To achieve the Superior Award (formerly known as the Gold Award), Interaction Metrics sent surveys sent to Yaskawa customers and employees. 95 aspects of Yaskawa performance were analyzed and the data were at the highest level of statistical validity. Interaction Metrics uses its proprietary QCI™ (Quality Customer Interaction) Score to evaluate the customer experience.

QCI™ is the only score in the industry that tracks every aspect of the customer experience weighted by how important those aspects are for each customer. QCI™ Score was developed to counteract overly simplistic metrics that lack accuracy and actionability.

Dennis Fitzgerald, Yaskawa's Vice President of Customer Satisfaction said, "Interaction Metrics' Findings Reports and Dashboards ensure that we evolve our customer experience in ways that align with our customers' priorities".

Interaction Metrics Chief Analyst Martha Brooke added "we applaud Yaskawa for using a combination of daily and annual customer feedback to guide its mission".

### About Interaction Metrics

Interaction Metrics is an independent customer listening agency that works with clients who are looking to achieve breakthrough actionability with their customer experience programs. Using a variety of research methods, Interaction Metrics uncovers gaps, friction points and missed opportunities between companies and their customers. Interaction Metrics' driving mission is to improve customer experiences everywhere.

### About Yaskawa

Yaskawa America, Inc. is a U.S. corporation, created to provide Automation Solutions and Support to customers in North America, Central America, and South America. Yaskawa is the world's largest manufacturer of AC Inverter Drives, Servo and Motion Control, and Robotics Automation Systems.

For more information, visit [yaskawa.com](http://yaskawa.com).

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