

**FOR IMMEDIATE RELEASE****Contact: Thomas Downing  
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## **The Turning Point Group® Wins Distinctive Global Award For the Memorial Hermann Health Care System**

December 5, 2003. Houston, TX. Customer-based business initiatives are gaining momentum around the world according to the results of the just released 2003 Peppers & Rogers Group “1to1® Innovator Awards” program. This year’s awards included a Houston-based start-up, The Turning Point Group®, which led the way as the agency that helped win Memorial Hermann Health Care a place in this highly prestigious marketing award.

The global Customer Relationship Management Awards program recognizes the successful and measurable impact of customer-based initiatives in organizations throughout the world. This year’s 14 winners, including companies like the Eastman Kodak Company, Hewlett-Packard Norway, Scotiabank Canada, Telefonica del Peru and Vodafone Ireland which were selected from a hundreds on entrees representing a wide array of industries and geographies, business models and end-user platforms.

“Our goal is to recognize a firm’s creative excellence in maximizing the value on the investment in its customer base,” said Don Peppers, partner, Peppers & Rogers Group. “Each year, we are privileged to review the best that the world has to offer. And increasingly, these nominations illustrate a more sophisticated approach to designing, implementing and measuring customer-driven solutions to achieve their business objectives.”

“For any successful business to continue its growth, relationships with the right customers must continue after an individual service,” said Thomas Downing, Managing

Partner, The Turning Point Group®. “Sustainable longevity depends on adopting a proactive business management approach that encompasses the entire organization and includes setting customer expectations about their experience and then surpassing those expectations.”

When several hospital acquisitions moved Memorial Hermann Healthcare System into position as Texas’ largest non-profit healthcare provider, the brand-building efforts were highly successful. But despite increased awareness, they experienced a decline in preferred customers, and satisfaction levels were not increasing.

“We talked to their best customers first to determine their overall expectations. We then created a Customer Relationship Vision with eight business initiatives, employee buy-in and senior management support. More importantly, we created enterprise-wide metrics and accountability that resulted in demonstrably successful and sustainable customer marketing efforts.” emphasized Thomas Downing.

A diverse panel of 19 judges from around the world included a broad array of business perspectives from independent academic, analyst, consulting and end-user sectors. Using statistical methodologies that were supported by SAS tools, the judges' scores were compiled and overall values were assigned for each of the hundreds of entries. These valuations were based on both qualitative assessment as well as multi-level quantitative scoring in the universal program categories of strategy, implementation, and results.

“The focus was on building customer value, and getting a return on the investment companies are making in growing that value. The winners not only delivered innovative ways to build better relationships with their customers, but each one also delivered real impact to the company’s bottom line.” said Martha Rogers, Ph.D.

For Memorial Hermann Healthcare System, the most important results are from the customers themselves. “The comments we have received from patients have a passion

about them which show that we have moved from providing a service to creating an experience.” says Rod Brace, CEO of Memorial Hermann Fort Bend Hospital.

### **About The Turning Point Group®**

The Turning Point Group® is a customer-focused, business management consulting firm recognized for its ability to deliver customer-based business strategies and programs. Founded in 2000 by Kathleen Diamonon and Thomas Downing, the firm is dedicated to helping companies increase their bottom-line revenues by increasing customer satisfaction. Through their leadership, the firm has strengthened its unique, common-sense approach to cost-effective Customer Relationship methodology that uses the people, technology and resources a company already has in place in its organization.

The Turning Point Group® is headquartered in Houston, Texas. The partners have experience with impressive Houston and national companies including Cingular Wireless, Houston Cellular, Continental Airlines, PetroCom, Pan American Airways, Pacific Bell, Disney TeleVentures, and Tilia Direct.

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