

FOR IMMEDIATE RELEASE

Contact: Mike Duff (703) 647-6214 mduff@thealda.org

Meeting to Examine Customer Success and Service in Clinical Uses

Alexandria, VA (October 9, 2018) — “Customer success” and the special issues related to product service in clinical uses and environments will be the principal topics of ALDA’s Annual Meeting for Service and Support Executives on November 8. In Boston, MA

Customer Success is strategy of making your product and customer interactions overwhelmingly positive for the customer and in an effort to drive business and revenue growth. While it includes traditional offerings like product maintenance and repair, it also covers offerings like workflow consulting, professional services, outsourced services, etc.

Phil Nanus, Vice President of Customer Research at the Technology Services Industry Association (TSIA), will introduce ALDA members to this new trend and assess some of the possible applications for our industry, with a special focus on the implications and opportunities in service and customer support.

Complementing Mr. Nanus’ presentation, Eduarda Comacho, Vice President of Customer Success at PTC, will share their experiences implementing customer success, and the lessons learned

Another part of the program will be devoted to the special issues related to product service in the clinical environment. Two speakers will share their experiences and insights: Dr. Greg Tsongalis, Director of the Laboratory for Clinical Genomics and Advanced Technologies at Dartmouth-Hitchcock Medical Center, and Dr. Andy Nixon, an Associate Professor of Medicine and a Member of the Duke Cancer Institute.

More information regarding ALDA, its purposes, objectives and programs, and links to its members’ websites can be found at www.thealda.org.

Based in the Washington DC suburb of Alexandria, VA, ALDA is an industry trade association for companies that develop and supply life science, analytical and diagnostic products and services used to conduct research, drug discovery, QA/QC testing and diagnostics in a wide range of industries and applications. Major customer segments including pharmaceuticals, biotech, academic and government research, food safety and environmental testing, personalized medicine and diagnostics.

ALDA's Mission is to be an advocate for our industry and a valuable aid to our members' global business success and to their customers' advancement of healthcare, science and industrial innovation by providing meetings with strategic

content, networking, global market and business intelligence, and insights on emerging technologies, markets and business strategies.