



**Media Contact:**  
Martha Brooke, Interaction Metrics  
503.205.7003, ext. 701  
[marthab@InteractionMetrics.com](mailto:marthab@InteractionMetrics.com)

Yaskawa America, Inc.: For the fourth year in a row, for its **excellence in customer experience, Yaskawa America wins the Interaction Metrics Gold Award.**

---

Portland, OR: Feb. 25, 2019 – The Drives & Motion Division of Yaskawa America, Inc. has been recognized for its customer experience excellence with the prestigious Interaction Metrics Gold Award.

To achieve the Gold Award, nearly 100 aspects of Yaskawa were analyzed using statistically-valid samples derived from customer feedback surveys sent to End-Users, Distributors, OEMs, and Yaskawa employees.

The customer experience metric used to evaluate Yaskawa’s success is QCI™ Score (Quality of Customer Interaction). It’s the only score in the customer experience industry that tracks every aspect of the lived customer experience weighted by how important those aspects are for each customer. It takes a minimum score of 85 to be recognized with an Interaction Metrics Gold Award and due to this high standard, less than 5% of companies achieve it.

**“Yaskawa is to be congratulated for being a company that uses daily and aggregate customer feedback to guide its customer experience”** said Martha Brooke, Interaction Metrics Chief Analyst, and Founder.

QCI™ Score is based on multiple inputs accounting for the fact that experiences are complex and different for each customer. It was developed to counteract overly simplistic ways of measuring the customer experience which lack accuracy and actionability.

#### **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 America, Inc. – Drives & Motion Division:**

Yaskawa America 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.