

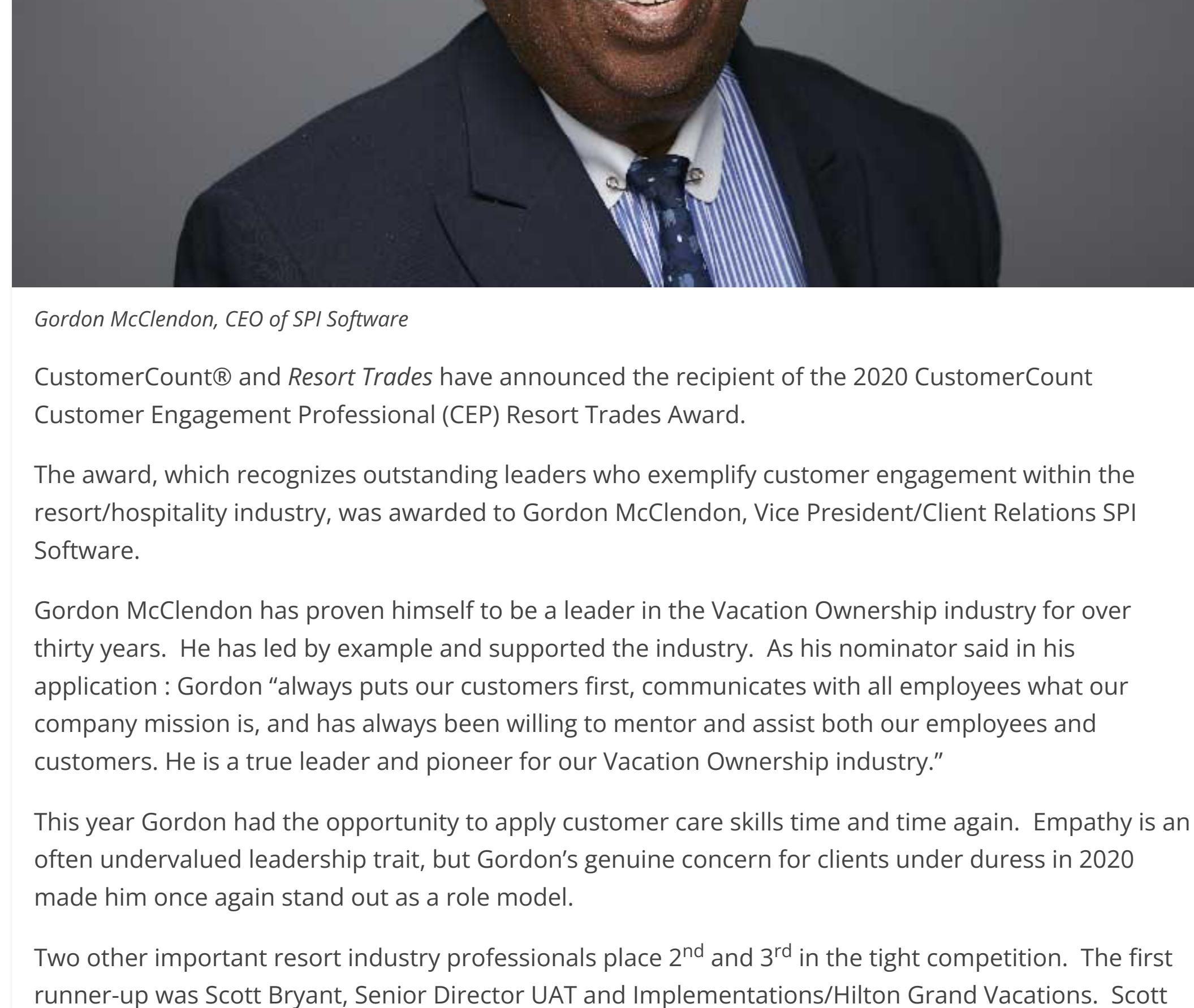


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CustomerCount® and Resort Trades Honor Customer Engagement Professional Award Winner

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Gordon McClendon, CEO of SPI Software

CustomerCount® and *Resort Trades* have announced the recipient of the 2020 CustomerCount Customer Engagement Professional (CEP) *Resort Trades* Award.

The award, which recognizes outstanding leaders who exemplify customer engagement within the resort/hospitality industry, was awarded to Gordon McClendon, Vice President/Client Relations SPI Software.

Gordon McClendon has proven himself to be a leader in the Vacation Ownership industry for over thirty years. He has led by example and supported the industry. As his nominator said in his application : Gordon "always puts our customers first, communicates with all employees what our company mission is, and has always been willing to mentor and assist both our employees and customers. He is a true leader and pioneer for our Vacation Ownership industry."

This year Gordon had the opportunity to apply customer care skills time and time again. Empathy is an often undervalued leadership trait, but Gordon's genuine concern for clients under duress in 2020 made him once again stand out as a role model.

Two other important resort industry professionals place 2nd and 3rd in the tight competition. The first runner-up was Scott Bryant, Senior Director UAT and Implementations/Hilton Grand Vacations. Scott was praised as a timeshare veteran with an extensive skill set and knowledge who not only engages customers but helps them derive the answers they need before they even know what to ask for. IT people don't always get a lot of customer kudos, but Scott has engaged with both internal and external customers successfully for thirty years.

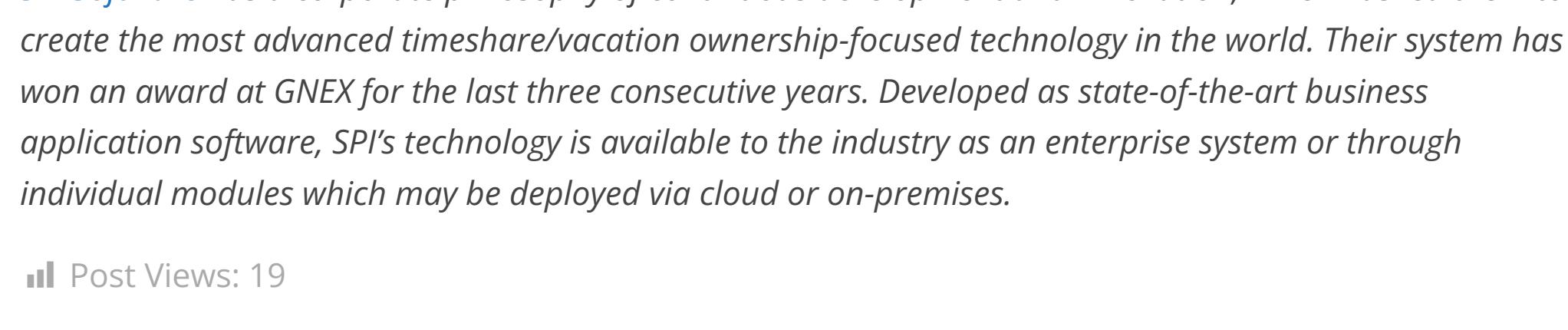
The 3rd runner up for the CEP Award was the very popular bellboy at Club Regina Los Cabos, Edelberto Soto. Truly a front line worker he is an employee who loves his work, always seeks the satisfaction of members and guests with a positive attitude. He not only handles emergencies calmly and efficiently but is willing to compromise to make every guest has a positive experience.

According to Robert Kobek RRP, president of *CustomerCount*, the nominees truly exemplify what this award is all about. "We have nominees from three distinct organizations who carry on very separate rolls. In each case they are perfect examples of the power of caring customer engagement."

The award process included completing an [online nomination](#) survey to compile the nominee's qualifications and qualities. "Our online feedback system measures and reports customer feedback through branded, customized online surveys, and this system can be utilized in numerous ways—including an efficient method in determining the winner for this award for this year."

Sharon Wilson, RRP, publisher of *Resort Trades*, said, "We are proud to co-sponsor this important recognition. Too often the people who deal with our guests directly do not receive the proper accolades they deserve. This award focuses on hospitality professionals whose efforts ensure that members, owners and guests enjoy memorable and carefree vacations."

"Customer Engagement Professionals deserve special recognition, as do the companies which promote this unique corporate culture awareness. Both CustomerCount and our partner in this endeavor, *The Resort Trades* are proud to have SPI Software Solutions and Gordon McClendon as our honorees this year," said Bob Kobek.



About CustomerCount®

CustomerCount is a feature-rich, cloud based survey solution providing intuitive real-time reporting, fast turnaround on requested updates, and detailed and dynamic data gathering capabilities to support process improvement efforts, build customer loyalty and improve your bottom line. Developed and managed by Mobius Vendor Partners, *CustomerCount* was initially designed for the timeshare and contact center industries and is now used by organizations across numerous different vertical markets and industries. For more information, visit www.customercount.com or call 317-816-6000. Follow them at <http://www.customercount.com/blog/>, linkedin.com/company/customercount on Twitter @CustomerCount or facebook.com/CustomerCount.

About Resort Trades

Resort Trades is a broadside print publication distributed monthly to every resort in the U.S., as well as to a subscriber-base of senior-level executives at resort development, management, and travel companies. The Trades Publishing Company also hosts the resort industry's most widely trafficked website, www.resorttrades.com, and distributes an *ENewsletter*, *Resort Trades Weekly*, each Thursday to 10,000+ subscribers. Join us on our social channels – [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), and [LinkedIn](#).

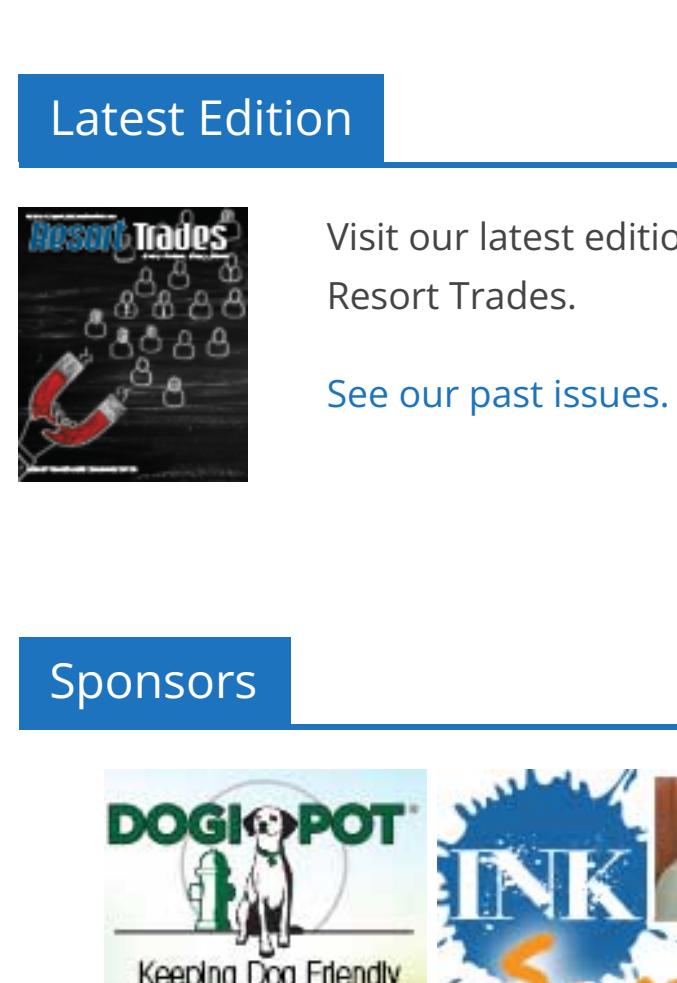
About SPI Software

[SPI Software](#) has a corporate philosophy of continuous development and innovation, which has led them to create the most advanced timeshare/vacation ownership-focused technology in the world. Their system has won an award at GNEX for the last three consecutive years. Developed as state-of-the-art business application software, SPI's technology is available to the industry as an enterprise system or through individual modules which may be deployed via cloud or on-premises.

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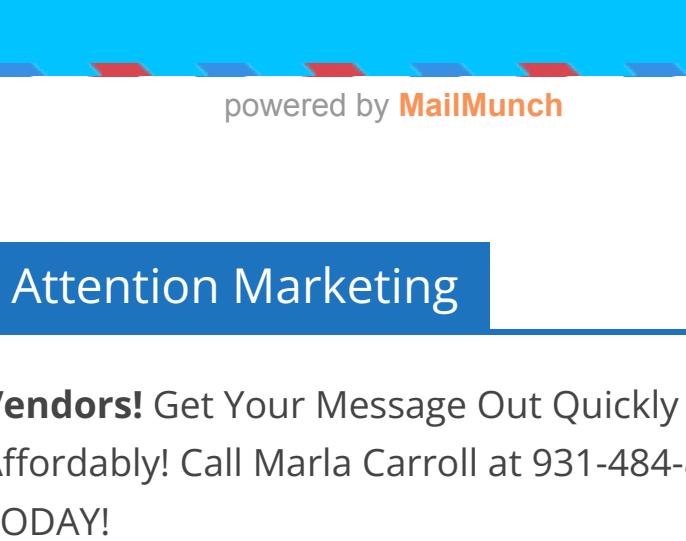
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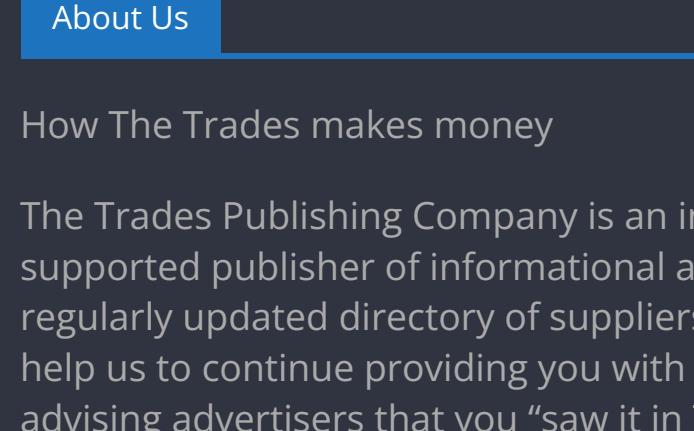
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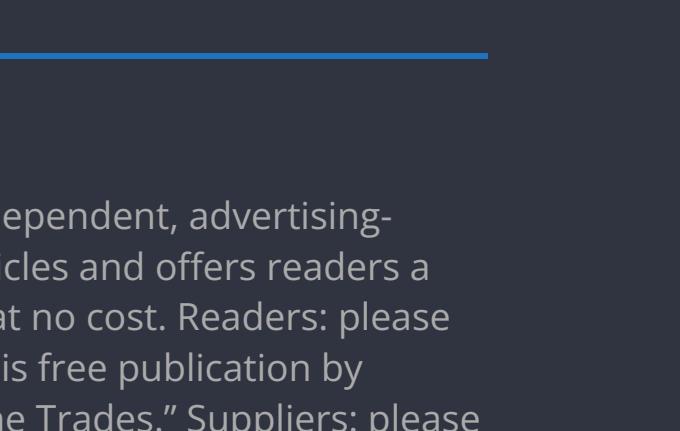
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