

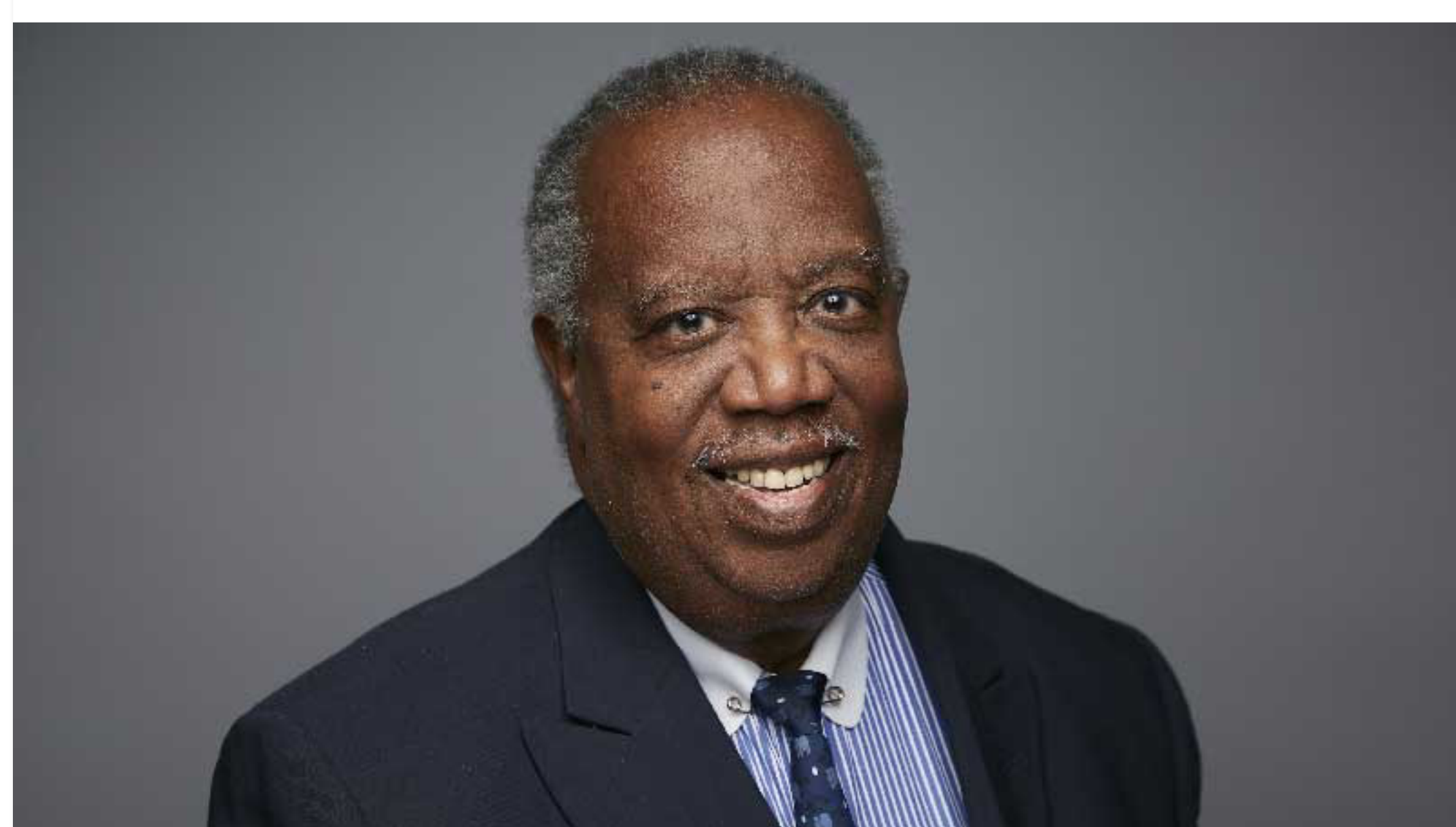


You are here: [Resort Trades Timeshare + Hospitality Magazine](#) > [News](#) > [CustomerCount® and Resort Trades Honor Customer Engagement Professional Award Winner](#)

News People

## CustomerCount® and Resort Trades Honor Customer Engagement Professional Award Winner

February 23, 2021 ResortTrades 574 Views Customer Engagement Professional, customercount, Resort Trades, SPI Software



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 2<sup>nd</sup> and 3<sup>rd</sup> 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 3<sup>rd</sup> 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](http://www.customercount.com) or call 317-816-6000. Follow them at <http://www.customercount.com/blog/>, [linkedin.com/company/customercount](https://www.linkedin.com/company/customercount) on Twitter @CustomerCount or [facebook.com/CustomerCount](https://www.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](http://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.

Post Views: 19

[← Interval Welcomes Chic Condo Hotel – Beachwalk Elite Hotels And Resorts In Hallandale Beach, Florida](#)

[Lemonjuice Hires Jan Barrow as VP, Business Development →](#)

Share This Post: [Twitter](#) [Facebook](#) [Pinterest](#)

### You May Also Like

- [Breast Cancer Survivors are taking a break from cancer this October thanks to companies who donate travel resources to a charity called "Send Me On Vacation."](#)  
October 6, 2016
- [Grand Pacific Palisades Resort & Hotel Awarded with the RCI Gold Crown Resort® Property Designation Based on Guest Feedback](#)  
March 8, 2016
- [New Headquarters for Bay Tree Solutions](#)  
November 19, 2019

Search



**FREE Live Webinars**

Latest Edition

Visit our latest edition of The Resort Trades.  
[See our past issues.](#)

Sponsors



**Join Resort Trades Weekly**

[Join Today!](#)

powered by [MailMunch](#)

Attention Marketing

**Vendors!** Get Your Message Out Quickly & Affordably! Call Marla Carroll at 931-484-8819 TODAY!

About Us

How The Trades makes money

The Trades Publishing Company is an independent, advertising-supported publisher of informational articles and offers readers a regularly updated directory of suppliers at no cost. Readers: please help us to continue providing you with this free publication by advising advertisers that you “saw it in The Trades.” Suppliers: please contact us at [adrep@thetrades.com](mailto:adrep@thetrades.com) or call (931) 484-8819 to request a full media kit.

For More Information

- Advertise
- Download Media KIT
- Past Issues of Resort Trades
- Members Directory
- New Digital Opportunities

