



# MOBIUS VENDOR PARTNERS

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**FOR IMMEDIATE RELEASE**

## Mobius Vendor Partners Receives Better Business Bureau Torch Award Honored by Indianapolis Chapter for Ethics and Commitment to Customers

INDIANAPOLIS, IN (January 11, 2022) –Mobius VP, LLC, the Indianapolis-based business process firm that developed, deployed and currently manages CustomerCount®, an online customer feedback system, has been selected by the Better Business Bureau of Central Indiana, as the recipient of the **BBB Torch Award for 2021 for Ethics and Commitment to Customers.**

Presented annually since 1996, **the BBB International Torch Awards recognize companies throughout North America** that maintain outstanding dedication to upholding ethical business standards and promoting trust in the marketplace.

“Marketplace excellence takes many forms,” said Cathy Armour, BBB Central Indiana Interim President and CEO. “Even though we could not gather again this year to celebrate, we are thrilled to recognize Mobius VP as a remarkable model of commitment to customers by emphasizing trust.”

CustomerCount, created by MobiusVP, collects, measures and reports customer feedback through branded, customized online surveys. These surveys are formulated to measure the quality of the customer experience in more than forty languages. CustomerCount feedback systems may be integrated into most any customer interaction ranging from point of original contact to post-trip experience and every touch point in between.

Bob Kobek, President of MobiusVP and CustomerCount celebrated the award by recognizing the high level of customer service in the organization. “Bill Morris and Lisa Kobek have always placed platinum level attention to all customers,” he said. “This award is a testimony to their focused efforts to ensure both product integrity and customer experience.”

Bill Morris, managing partner of Mobius is the architect of the system. He is the first line of action when needed. Lisa Kobek is the EVP of Client Services and Operations and is the primary point of contact for CustomerCount users.

Kobek continued “They deserve this recognition afforded to us by a blind panel of judges who were objective and knowledgeable.”

**Mobius VP was chosen for this prestigious award based on its adherence to the Standards of Trust presented as the pillars of the Better Business Bureau.**

### **Building Trust**

The first pillar of BBB standards is to **“Build Trust.”** This is an area where MobiusVP checks all the boxes. Not only does it maintain strict adherence to local BBB standards, but it also rigorously follows regulatory compliance requirements which include the Telephone Consumer Protection Act (TCPA), the ADA W3C accessibility standards, Canadian Anti-Spam Legislation (CASL), General Data Protection Regulation (GDPR [EU]), and California Consumer Protection Act (CCPA). HIPPA compliant for security purposes, Mobius has also completed and submitted its application to be an accepted Certified B Corporation. B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

Trust has long been regarded an emotional foundation of interpersonal relationships; and there is a similar correlation between consumer trust and the financial performance of companies. Even in this era of mistrust and doubt, many consumers willingly share personal information with companies they trust. The ability to foster trusting relationships with customers is becoming a significant competitive advantage to companies that consumers trust to protect their data, use it to personalize experiences and deliver improved levels of service. The BBB recognized MobiusVP’s unflinching commitment to building trust.

### **Tell the Truth**

Another important BBB pillar that MobiusVP unwaveringly adheres to is “Telling the Truth.”

Bob Kobek, President of MobiusVP reflected that “The strength of our product lies in its quantitative reporting system, which makes it virtually impossible *not* to tell the truth. The tired adage ‘*we won’t just meet expectations we will exceed expectations*’ has been replaced at Mobius with ‘*we will determine through scope discussions what your expectations are, and we will meet them, exactly, with no variance.*’ That is more than just a slogan for MobiusVP, it is one of our pillars in our focus on integrity.”

### **Be Responsive**

In addition to Building Trust and Truth Telling, the BBB counts “Being Responsive” as another of its eight pillars.

As Kobek relates, “Our service is 24/7/365 so our clients can always see their response data no matter the time of day. We understand the importance of a responsive relationship with our clients which extends to the BBB and other organizations to which we belong. One of our ads actually says: ‘*We pick up the phone when you call.*’ In this day and age, our responsive character is unusual and always appreciated.”

### **BBB Vision**

**The other pillars of the BBB are deeply ingrained in MobiusVP corporate culture and vision: Advertise Honestly, Be Transparent, Honor Promises, Safeguard Privacy and Embody Integrity.**

With more than two decades of serving the business community with integrity, MobiusVP is also well known for its innovative approach to customer feedback and reporting in the travel/hospitality industry.

“We are honored to receive The Torch Award,” said Bob Kobek. “And pleased to be among the quality businesses that belong to the BBB.”

About [CustomerCount](#)<sup>®</sup>

*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/>; [www.Linkedin.com/CustomerCount](http://www.Linkedin.com/CustomerCount); on [Twitter @CustomerCount](https://twitter.com/CustomerCount) or [facebook.com/CustomerCount](https://facebook.com/CustomerCount).*

#### About BBB Central Indiana

*ABOUT BBB SERVING CENTRAL INDIANA: For more than 100 years, the Better Business Bureau has been helping people find businesses, brands, and charities they can trust. In 2020, people turned to BBB more than 220 million times for BBB Business Profiles on 6.2 million businesses and Charity Reports on 11,000 charities, all available for free at BBB.org. The International Association of Better Business Bureaus is the umbrella organization for the local, independent BBBs in the United States, Canada, and Mexico.*