



## Press Release

### **J.D. Power and Associates Reports: Freeman Customer Support Center Recognized for Providing an Outstanding Customer Service Experience for a Second Consecutive Year**

**WESTLAKE VILLAGE, Calif.: 6 December 2011** — Freeman Customer Support Center has been recognized for call center customer satisfaction excellence for a second consecutive year under the J.D. Power and Associates Call Center Certification Program.<sup>SM</sup> The Call Center Certification Program distinction acknowledges a strong commitment by the Freeman Customer Support Center call center operations to provide “An Outstanding Customer Service Experience.”

To become certified, the call center operations successfully passed a detailed audit of more than 100 practices that encompass the call center’s customer satisfaction measurement and analysis strategies, recruiting, training, employee incentives, quality assurance capabilities, and management roles and responsibilities. As part of its evaluation, J.D. Power and Associates also conducted a random survey of Freeman Customer Support Center customers who recently contacted its call center, located in Grand Prairie, Texas.

“With very solid performance across the board, Freeman Customer Support Center has earned certification for another year,” said Mark Miller, senior director of the global contact center practice at J.D. Power and Associates. “The continuation of Freeman Customer Support Center’s certification really speaks to the company’s dedication to the customer.”

For certification status, a call center must also perform within the top 20 percent of customer service scores, which are based on benchmarks established in J.D. Power and Associates’ cross-industry customer satisfaction research. The evaluation criteria include the customer service representative’s courtesy, knowledge and concern for the customer; promptness in speaking to a person; and timely resolution of the problem or request. Additionally, the experience with the automated phone system is evaluated based on the clarity of the information provided, the ease of navigating the phone menu prompts and the ease of understanding the phone menu instructions.

“We are very pleased to have achieved the 2011 Call Center Certification from J.D. Power and Associates,” said Katy Wild, executive vice president of customer relations at Freeman. “This is the second year in a row our Customer Support Center has been recognized. Providing the best possible overall customer experience continues to be the top priority at Freeman, and this certification is a demonstration of our team’s devotion to providing exceptional service day in and day out.”

The Call Center Certification Program was launched by J.D. Power and Associates in 2004 to evaluate overall customer satisfaction with call centers and to help call centers in various industries increase their efficiency and effectiveness by establishing and continually updating leading practices for handling service calls.

For more information on the [Call Center Certification Program](#), please visit [JDPower.com](#).

**About J.D. Power and Associates**

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing forecasting, performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit [JDPower.com](http://JDPower.com). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

**About The McGraw-Hill Companies**

McGraw-Hill is a leading global financial information and education company that helps professionals and students succeed in the Knowledge Economy. Leading brands include Standard & Poor's, S&P Capital IQ, S&P Indices, Platts energy information services and McGraw-Hill Education. With sales of \$6.2 billion in 2010, the Corporation has approximately 21,000 employees across more than 280 offices in 40 countries. On September 12, 2011, the Corporation announced its intention to separate into two public companies – McGraw-Hill Markets (working name), primarily focused on global capital and commodities markets and McGraw-Hill Education focused on digital learning and education services worldwide. Additional information is available at <http://www.mcgraw-hill.com/>.

**Media Relations Contacts:**

John Tews; J.D. Power and Associates; Troy, Mich.; (248) 312-4119; [media.relations@jdpa.com](mailto:media.relations@jdpa.com)  
Wendi Sabo; Freeman; Dallas, Texas; (214) 445-1279; [wendi.sabo@freemanco.com](mailto:wendi.sabo@freemanco.com)

No advertising or other promotional use can be made of the information in this release without the express prior written consent of J.D. Power and Associates. [www.jdpower.com/corporate](http://www.jdpower.com/corporate)