

J.D. Power Reports:

Freeman Contact Center Recognized for Providing an Outstanding Live Phone Channel Customer Service Experience for a Fifth Consecutive Year

WESTLAKE VILLAGE, Calif.: 6 August 2014 — Freeman has been recognized for contact center operation customer service excellence with its live phone channel for a fifth consecutive year under the J.D. Power Certified Contact Center Program.SM The Certified Contact Center Program distinction acknowledges a strong commitment by Freeman’s Customer Support Center operations to provide “An Outstanding Customer Service Experience.” Freeman’s contact center achieved certification for the live phone channel including interactive voice response (IVR) routing and customer service representative (CSR).

To become certified, the contact center successfully passed a detailed audit of more than 100 practices that encompass its recruiting; training; employee incentives; management roles and responsibilities; and quality assurance capabilities. As part of its evaluation, J.D. Power conducted a random survey of Freeman customers who recently contacted its call center located at Freeman’s headquarters in Grand Prairie, Texas.

“Freeman’s Customer Support Center has been certified for the fifth consecutive year for its live phone channel and we congratulate them for this distinction,” said Mark Miller, senior director, contact center solutions at J.D. Power. “To be certified, organizations have to do all things well, but our research shows that the Freeman Customer Support Center Representatives scored particularly well in the area of knowledge, which is a key to delivering a great experience.”

For certification status, a contact center must also perform within the top 20 percent of customer service scores, which are based on benchmarks established in J.D. Power’s 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.

“Having earned this prestigious honor for the fifth consecutive year is a wonderful accomplishment for our Customer Support Center,” said Joe Popolo, Freeman CEO. “Much of our success is dependent upon the performance of our more than 5,000 employee-owners who continue to put our customers first. This honor only reinforces our commitment to providing uncompromising service to our customers at all levels.”

Launched by J.D. Power in 2004 to evaluate overall customer satisfaction with Live Phone interactions and to help organizations in various industries increase their efficiency and effectiveness by establishing and continually updating leading practices for handling service calls, the Certified Call Center Program is now called the Certified Contact Center Program, which certifies the live phone channel, the IVR self-service channel and the Web self-service channel.

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

About J.D. Power

J.D. Power is a global marketing information services company providing 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. Headquartered in Westlake Village, Calif., J.D. Power has offices in North/South America, Europe and Asia Pacific. For more information on car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit JDPower.com. J.D. Power is a business unit of McGraw Hill Financial.

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