

**J.D. Power Reports:  
Cisco Recognized for Excellence in Certified Technology Service and Support Program  
For the Ninth Time in a Row**

**WESTLAKE VILLAGE, Calif.: 17 July 2015** –For the ninth time in a row, Cisco has achieved certification under the J.D. Power Certified Technology Service and Support Program.<sup>SM</sup> This distinction recognizes Cisco for delivering "An Outstanding Customer Service Experience" to customers globally.

Jointly developed by J.D. Power and the Technology Services Industry Association (TSIA), this program evaluates overall customer satisfaction and helps technology support organizations increase their efficiency and effectiveness in technical service and support. The certification also helps businesses identify those companies that have demonstrated service and support excellence before selecting which technology products to purchase.

"Earning this certification for the ninth time in a row demonstrates Cisco's commitment to continuous innovation and keeping up with changing customer needs and priorities," said Ritesh Kochhar, director of the Certified Technology Service and Support Program at J.D. Power. "Cisco places a very high priority on continually adapting to stay current with the demands of its customers."

"Year after year, Cisco reaffirms its commitment to exceeding customer expectations," said Tom Pridham, senior vice president, Major Accounts and GM Operational Best Practice Programs at TSIA. "For the ninth time, Cisco has exhibited its dedication to customers and staff by pursuing and achieving the J.D. Power and TSIA Certified Technical Service and Support Certification. The entire Cisco technical support team can be very proud of both this recognition and the support experience they provide to their global customer base."

To achieve certification, an organization must attain customer satisfaction scores among the top 20 percent of companies globally that offer technology support, based on J.D. Power's extensive technology industry benchmark customer satisfaction research. The organization must also pass a detailed audit of its support policies and procedures. Certification is valid for one year.

J.D. Power evaluated Cisco on its assisted service over the phone, email-based support, non-assisted website-based support and depot support. For the certification, J.D. Power conducted a survey of Cisco's global customer base to establish an overall customer satisfaction index score, as well as on-site audits at Cisco facilities.

"Key elements of our strategy include listening to our customers and using tools and automation to understand and improve their support experience," said Joe Pinto, senior vice president, Cisco Technical Services. "We're continuously using what we learn to improve our processes, programs, and tools to enhance our customer service to keep ahead of rising customer expectations. This recognition demonstrates our commitment to delivering an exceptional support experience and to helping our customers succeed."

J.D. Power and TSIA are currently evaluating technology service and support organizations across the industry to determine if they are eligible for certification.

### **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](http://JDPower.com). J.D. Power is a business unit of McGraw Hill Financial.

### **About McGraw Hill Financial**

McGraw Hill Financial (NYSE: MHFI) is a leading financial intelligence company providing the global capital and commodity markets with independent benchmarks, credit ratings, portfolio and enterprise risk solutions, and analytics. The Company's iconic brands include: Standard & Poor's Ratings Services, S&P Capital IQ, S&P Dow Jones Indices, Platts, CRISIL, J.D. Power, and McGraw Hill Construction. The Company has approximately 17,000 employees in 27 countries. Additional information is available at [www.mhfi.com](http://www.mhfi.com)

### **About TSIA**

The Technology Services Industry Association (TSIA) is the world's leading organization dedicated to advancing the business of technology services. Technology services organizations large and small look to TSIA for world-class business frameworks, best practices based on real-world results, detailed performance benchmarking, exceptional peer networking opportunities, and high-profile certification and awards programs. TSIA corporate members represent the world's top technology companies as well as scores of innovative small and mid-size businesses in four major markets: enterprise IT and telecom, consumer technology, healthcare and healthcare IT, and industrial equipment and technology. TSIA's editorial blog, [Inside Technology Services](http://www.insidetechnology.com), is widely recognized by technology service professionals for providing thought leadership and insights into industry trends and best practices. Visit us at <https://www.tsia.com/> follow us on Twitter [@TSIACommunity](https://twitter.com/TSIACommunity), or connect with us on [LinkedIn](https://www.linkedin.com/company/tsia) and [Google +](https://www.google.com/+tsia).

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