



## Press Release

### **J.D. Power and Associates Reports: Merrill Edge Call Centers Recognized for Providing An Outstanding Customer Service Experience**

**WESTLAKE VILLAGE, Calif.: 22 January 2013** — Merrill Edge Advisory and Investment Centers have been recognized for call center operation customer satisfaction excellence under the J.D. Power and Associates Certified Call Center Program<sup>SM</sup>. The Certified Call Center Program distinction acknowledges a strong commitment by Merrill Edge’s service call center operations to provide “An Outstanding Customer Service Experience.”

To become certified, the call centers successfully passed a detailed audit of more than 100 practices that encompass their recruiting, training, employee incentives, management roles and responsibilities, and quality assurance capabilities. As part of its evaluation, J.D. Power and Associates conducted a random survey of Merrill Edge customers who recently contacted its call centers in Hopewell, N.J.; Chandler, Ariz., Lincoln, R.I.; and Jacksonville, Fla.

“Merrill Edge has shown a commitment to providing outstanding customer service in both their advisory and investment centers, and are to be congratulated for earning their second consecutive certification,” said Mark Miller, Senior Director, J.D. Power and Associates. “Our research indicated that in particular, customers were very pleased with the level of courtesy provided by the Merrill Edge Representatives.”

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.

“Achieving this designation for the second year in a row acknowledges the strong commitment Merrill Edge has to providing customers with a positive experience that exceeds their expectations,” said Alok Prasad, head of Merrill Edge. “We will continue to listen to our customers, enhance their experience and deliver outstanding service to them.”

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**

The McGraw-Hill Companies (NYSE: MHP), a financial intelligence and education company, signed an agreement to sell its McGraw-Hill Education business to investment funds affiliated with Apollo Global Management, LLC in November 2012. Following the sale closing, expected in early 2013, the Company will be renamed McGraw Hill Financial (subject to shareholder approval) and will be a powerhouse in benchmarks, content and analytics for the global capital and commodity markets. The Company's leading brands will include: Standard & Poor's, S&P Capital IQ, S&P Dow Jones Indices, Platts, Crisil, J.D. Power and Associates, McGraw-Hill Construction and Aviation Week. The Company will have approximately 17,000 employees in more than 30 countries. Additional information is available at [www.mcgraw-hill.com](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)  
Don Vecchiarello, Bank of America; Charlotte, N.C.; (980) 387-4899; [don.vecchiarello@bankofamerica.com](mailto:don.vecchiarello@bankofamerica.com)

Follow us on Twitter: [@JDPower](https://twitter.com/JDPower)

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)

###

(Page 2 of 2)