



Press Release

J.D. Power and Associates Reports: Freeman Call Centers Recognized for Providing An Outstanding Customer Service Experience

WESTLAKE VILLAGE, Calif.: 13 December 2012 — Freeman has been recognized for call center operation customer satisfaction excellence under the J.D. Power and Associates Call Center Certification ProgramSM. The Call Center Certification Program distinction acknowledges a strong commitment by Freeman'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 Freeman customers who recently contacted its call center in Grand Prairie, Texas.

"Congratulations to Freeman for their third consecutive year of certification, which illustrates their commitment to delivering outstanding customer service to customers contacting them via phone," said Mark Miller, senior director at J.D. Power and Associates. "According to our research, their customers reported that Freeman's agents are very courteous and that it is quick and easy to get questions answered and issues resolved."

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 know that people like to do business with people they know and trust. At Freeman, meeting our customers' needs is at the center of everything we do, which is why the exceptional service provided by our Customer Support Center is a critical component of our success," said Joe Popolo, Freeman CEO. "This third consecutive honor from J.D. Power and Associates firmly demonstrates our team's dedication to ensuring that we meet and exceed each of our customers' expectations by consistently providing extraordinary service."

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 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. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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