



Press Release

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

WESTLAKE VILLAGE, Calif.: 15 June 2012 — Salt River Project 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 Salt River Project'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 Salt River Project customers who recently contacted its call centers in Tempe and Queen Creek, Arizona.

"In achieving certification, Salt River Project has demonstrated its commitment to deliver outstanding service to customers contacting its call center," said Mark Miller, senior director at J.D. Power and Associates. "Customer service representatives perform particularly well in being courteous and knowledgeable, as well as in resolving problems, questions or requests in a timely manner."

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.

"Our focus is to make customer interactions with us rewarding, easy and pleasant," said Michael Lowe, SRP Associate General Manager and Chief Customer Executive. "Answering calls promptly, politely, with empathy, and with focus on solutions is something SRP does exceptionally well."

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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