



Press Release

J.D. Power and Associates Reports:

The Hartford's Small Business Call Centers Recognized for Providing an Outstanding Customer Service Experience

WESTLAKE VILLAGE, Calif.: 24 July 2012 — The Hartford Financial Services Group, Inc. has been recognized for customer satisfaction excellence for its small business insurance call center operations under the J.D. Power and Associates Call Center Certification ProgramSM. The Call Center Certification Program distinction acknowledges a strong commitment by The Hartford's 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 The Hartford's customers who recently contacted its call centers in Charlotte, N.C.; Clinton, N.Y.; and San Antonio, Tex.

"Congratulations to The Hartford for achieving certification, which illustrates its commitment to delivering outstanding service to customers contacting its small business call centers," said Mark Miller, senior director at J.D. Power and Associates.

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 are honored to receive the J.D. Power Certification award for our small business call centers," said Raymond Sprague, senior vice president of Small Commercial insurance at The Hartford. "We know that business owners are pressed for time, so we are committed to making their interactions with us as efficient as possible, so they can focus on what is most important to them – their business."

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.

About The McGraw-Hill Companies

McGraw-Hill announced on September 12, 2011, its intention to separate into two public companies: McGraw-Hill Financial, a leading provider of content and analytics to global financial markets, and McGraw-Hill Education, a leading education company focused on digital learning and education services worldwide. McGraw-Hill Financial's leading brands include Standard & Poor's Ratings Services, S&P Capital IQ, S&P Indices, Platts energy information services and J.D. Power and Associates. With sales of \$6.2 billion in 2010, the Corporation has approximately 21,000 employees across more than 280 offices in 40 countries. Additional information is available at <http://www.mcgraw-hill.com/>.

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