

Press Release

J.D. Power Reports: Capital One High Value and Small Business Credit Card Servicing Contact Centers Recognized for Providing an Outstanding Customer Service Experience for a Third Consecutive Year

WESTLAKE VILLAGE, Calif.: 25 March 2014 — Capital One has been recognized for customer service excellence for its high value servicing and small business credit card servicing contact centers under the J.D. Power Certified Contact Center ProgramSM for 2013. The Certified Contact Center Program distinction acknowledges a strong commitment by the company's contact centers to provide "An Outstanding Customer Service Experience." The Capital One high value servicing and small business card servicing centers achieved certification for the phone channel, including interactive voice response (IVR) routing and customer service representative (CSR), as well as for the IVR self-service and Web self-service channels. 2013 is the third consecutive year these Capital One businesses have received certification.

To become certified, the contact center operations successfully passed a detailed audit of more than 100 practices that encompass the contact center's customer satisfaction measurement and analysis strategies, including recruiting, training, employee incentives, quality assurance capabilities, and management roles and responsibilities, among others. As part of its evaluation, J.D. Power also conducted a random survey of Capital One high value and small business credit card customers who recently contacted its contact center.

"Congratulations to the Capital One high value servicing and small business credit card servicing organizations for providing an outstanding customer experience and achieving the contact center certification for its phone, IVR self-service and Web self-service interactions," said Mark Miller, senior director, J.D. Power. "To earn this distinction for three years running is impressive and speaks to the commitment the Capital One high value servicing and small business credit card servicing organizations have made to deliver an excellent customer experience."

For certification status, a contact center must also perform within the top 20 percent of customer service scores, which are based on benchmarks established in J.D. Power's 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.

"At Capital One our goal is to convert every customer interaction into a positive experience," said Heather Cox, executive vice president of Capital One card operations. "Recognition like the J.D. Power certification is a great acknowledgement for our team's efforts and demonstrates the tremendous progress we've made toward our goal of excellence across our customer service channels."

The Certified Contact Center Program was launched by J.D. Power in 2004 to evaluate overall customer satisfaction with contact centers and to help contact 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 <u>Certified Contact Center Program</u>, please visit <u>IDPower.com</u>.

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. J.D. Power is a business unit of McGraw Hill Financial.

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