

## Freeman Contact Center Recognized for Providing an Outstanding Live Phone Channel Customer Service Experience for Seventh Consecutive Year

DALLAS – July 27, 2016 – [Freeman](#), the leading global provider of brand experiences, is pleased to be recognized for Contact Center Operation Customer Service Excellence with its live phone channel for a seventh consecutive year under the J.D. Power Certified Contact Center Program <sup>SM</sup>. The Certified Contact Center Program distinction acknowledges a strong commitment by Freeman's Customer Support Center operations to provide "an outstanding customer service experience." Freeman's contact center achieved certification for the live phone channel including interactive voice response (IVR) routing and customer service representative (CSR).

To earn certification, the contact center successfully passed a detailed audit of more than 100 practices that encompass its recruiting, training, employee incentives, management roles and responsibilities, and quality assurance capabilities. As part of its evaluation, J.D. Power conducted a random survey of Freeman customers who recently contacted its call center located in Grand Prairie, Texas.

According to J.D. Power, "Freeman's customer support center has shown a strong commitment to taking care of their customers in the live phone channel, which is reflected in their seventh consecutive certification, and we congratulate them again for delivering an outstanding 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. "Our customer support teams make it personal and put the customer at the center of the equation, providing superior service that has resulted in this prestigious recognition for the seventh consecutive year," said Joe Popolo, CEO of Freeman. "Performance excellence is at the heart of

everything we do and I could not be more proud of our team.”

For more information on the Certified Contact Center Program, please visit [JDPower.com](http://JDPower.com).

### **About Freeman**

Recognized by *Advertising Age* as one of the world’s largest brand experience companies, Freeman uses the power of integrated digital and live brand experiences to move markets, connect people, support growth and generate revenues for the world’s leading organizations. A design-driven company, Freeman generates insights that define program strategies, target audiences and deliver messages that generate meaningful results. Through its expansive global network of offices, talent and partnerships, Freeman has the reach and access that is unmatched in the industry. A family- and employee-owned company, Freeman is known for its 89-year history of stability, strength and customer service achievements. Freeman is a values-driven company with a strong and purpose-built culture that is dedicated to connecting people in meaningful ways. This is accomplished through a process of continuous innovation and improvement. Freeman produces more than 4,300 expositions annually and 11,000 other events worldwide. Freeman has been awarded seven consecutive J.D. Power awards for the excellence of its Customer Call Center. For more information, visit [www.freemanco.com](http://www.freemanco.com).

### **Social Networks:**

Web: [www.freemanco.com](http://www.freemanco.com)

Blog: [www.blog.freemanco.com](http://www.blog.freemanco.com)

Twitter: [www.twitter.com/freemanco](http://www.twitter.com/freemanco)

Facebook: <https://www.facebook.com/freemanfans>

LinkedIn: <https://www.linkedin.com/company/the-freeman-company>

YouTube: <http://www.youtube.com/user/FreemancoVideos>

SlideShare: <http://www.slideshare.net/freemanco/>

Instagram: <https://www.instagram.com/freemancompany/>

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