

SQM's 14th Annual Most Prestigious North American Call Center Industry 2012 Awards for Service Quality Excellence Program

SQM is pleased to announce our 2012 award winning call centers and frontline employees. This is SQM's 14th Annual Most Prestigious North American Call Center Industry 2012 Awards for Service Quality Excellence.

SQM benchmarks over 450 leading North American call centers on an annual basis and has been conducting first call resolution (FCR), employee satisfaction (Esat) and customer satisfaction (Csat) benchmarking studies since 1996. On an annual basis, SQM conducts over 1 million surveys with customers who have called a call center. SQM also conducts over 25,000 surveys annually with employees who work in call centers. Based on our call center benchmarking studies, SQM awards excellence in customer FCR and employee satisfaction for the call center industry. We have recognized leading North American call centers for customer and employee satisfaction since 1998.



For each call center that participated in our customer benchmarking study, SQM completed 400 post-call phone surveys, conducted by SQM's telephone survey representatives. SQM uses an in-depth post-call customer survey approach that consists of both rating questions and follow-up customer feedback questions that can be used to help the call center improve their FCR and Csats performance. SQM's call center awards are based on customers who have used a call center and employees who work in a call center. SQM conducted the benchmarking studies for the period of October 1, 2011 to September 30, 2012. SQM has 41 different awards that recognize the top performing call centers. Based on the call centers we benchmarked, SQM recognizes the following Service Quality Award of Excellence Winners for 2012.

Call Center of the Year Finalists:

- Amex Canada, Inc.
- Canadian Tire Financial Services (CRCC)
- VSP Vision Care (California)

Criteria used for Call Center of the Year are based on having the highest combined FCR and employee overall very satisfied (top box response) rating. The Call Center of the Year winner will be announced at SQM's Call Center Industry 2012 Conference on November 16th in Las Vegas.

Best Performing (Small/Mid Size) Call Center Award Finalists:

- Canadian Tire Financial Services (PDG)
- CHEP
- Telus Sourcing Solutions

Criteria used for Best Performing (Small/Mid Size) Call Center (under 100 CSRs) are based on having the highest combined customer FCR and employee overall very satisfied (top box response) rating. The Best Performing (Small/Mid Size) Call Center winner will be announced at SQM's Call Center Industry 2012 Conference on November 16th in Las Vegas.

Certified World Class Csats Call Centers:

- Blue Cross of Idaho
- Blue Cross Blue Shield of Kansas
- BlueCross BlueShield of Vermont

- Brother Canada
- Canadian Tire Financial Services (PDG)
- Capital One Bank
- D+H Ltd.
- ENMAX Encompass, Inc.
- Insurance Corporation of BC (BEU, Claims & DTVI Divisions)
- Jackson (Michigan)
- Northeast Utilities (New Hampshire & Connecticut)
- 211 Ontario
- Rogers Enterprise Service Delivery
- Scotiabank (Alberta, Ontario & Nova Scotia)
- Scotiabank International (Dominican Republic, Jamaica & Trinidad and Tobago)
- Scotiabank Global Implementation and Customer Support
- Travelers (Glen Falls – New York, Syracuse – New York, Tennessee, Texas & Washington)
- U.S. Bank – 24 Hour Banking
- Vancity (Member Services)
- VSP Vision Care (California & Ohio)

Criteria used for Call Center World Class Call Certification are 75% or higher of the calls are at the world class level for 6 months or more in 2012. SQM's world class call criteria are based on the customer's call being resolved, the customer is overall very satisfied (top box response) rating with their call center experience and the customer service representative.

In closing, SQM would like to congratulate all of the award winning organizations and their CSRs and Supervisors. Their world class performance is vital to their organization's success!