



As markets change and new business models emerge across all industries, customers have more choices as they are exposed to new and better service experiences. These experiences shape expectations for all future interactions. Companies that are able to understand these ever-changing customer expectations are in a position to deliver an outstanding service experience, which, in turn, gives them a competitive advantage. J.D. Power and Associates offers comprehensive benchmarking services to help companies understand what matters to call center customers and how leading companies delight their customers.

Overview

J.D. Power's Benchmarking Toolkit includes the following:

Call Center Customer Satisfaction Research Benchmarks—Cross-industry drivers of customer satisfaction, weighted for importance and derived from hundreds of thousands of customer interactions. Benchmarks cover more than 850 brands, used in the *J.D. Power and Associates Certified Call Center Program*.

Leading Call Center Operations' Benchmarks—Compare actual ACD, KPIs (ASA, AHT, etc.), staffing practices, supervisor-to-rep ratios, compensation levels, average tenure, cost per call, and more with leading operations.

A 1-Year Intellectual Property License—Access to unlimited use of the J.D. Power Call Center survey, sample plan, survey methodology, index score calculation methodology, and importance weights by attribute. You will also have access to the *Operational Excellence Inventory Tool*, which allows self-scoring against the most current leading practices database. This is the same tool used to support J.D. Power certification.

Access to the Certified Call Center Community—Complimentary event pass to the annual Roundtable of Champions conference, where J.D. Power Certified Call Center clients share leading practices. Additionally, you will receive invitations to exclusive leading practices webinars, proprietary J.D. Power white papers, annual reports, and newsletters.

Benefits

The *J.D. Power Call Center Benchmarking Toolkit* helps companies understand the standards for call center excellence and the practices they can implement to help them achieve service excellence and high customer satisfaction. Additionally, the full *Benchmarking Toolkit* purchase price can be applied toward *J.D. Power's Operational Performance Assessment*, *Call Center Assessment*, or the *Certified Call Center Program* within 60 days of purchase. For companies that want to improve or get the details behind the *Certified Call Center Program*, the *Benchmarking Toolkit* is an excellent first step.

What does J.D. Power and Associates do?

For more than four decades, J.D. Power and Associates has been conducting in-depth research to understand consumer behavior. Each year, the company conducts studies in more than 60 countries to understand consumer opinions and expectations regarding the products and services that they purchase.

The company's research, consulting, and performance improvement services are used by a variety of industries to improve product quality and customer satisfaction. J.D. Power and Associates' product and service rankings serve as industry benchmarks for measuring and tracking quality and customer satisfaction.

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To request further information, go to:

<http://marketingforms.jdpa.com/forms/CallCenterCertificationProgramInquiryForm>

About J.D. Power and Associates

J.D. Power and Associates is a global marketing information services company operating in key business sectors across a variety of industries, providing customer satisfaction research, market research, automotive forecasting, social media research, and performance improvement programs. Established in 1968, the company has been listening to consumers and business customers; analyzing their opinions and perceptions; and refining research techniques and study methodologies to offer some of the most advanced product quality, customer satisfaction, and tracking research available today. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.



Call Center Products and Services

Certified Call Center Program

For call centers seeking to distinguish themselves in this highly competitive market, the *J.D. Power and Associates Certified Call Center Program* sends a clear and unequivocal message that your call center is process-oriented, professionally managed, and focused on providing the highest levels of customer satisfaction.

The *Certified Call Center Program* allows companies to identify and focus on critical areas of customer satisfaction by utilizing best practices that are aligned with customer needs. The program also provides an advantage for call centers in marketing and promoting their efforts to improve customer satisfaction, thereby attracting more clients, retaining more clients and maintaining pricing power for demonstrated superior service.

Eligible call centers undergo a detailed audit and are measured for effectiveness against 118 leading practices across the call center operations and support functions that drive an outstanding customer experience.

Call Center Assessment (CCA)

The *Call Center Assessment* is a systematic approach to understanding customer needs and expectations and comparing Center Assessment support mechanisms in place for the organization to succeed.

The assessment outlines the extent to which the internal operations are designed to deliver customer satisfaction. It rates your company's performance in operational effectiveness and customer satisfaction while providing a high-level quantification of the value (ROI) that could be achieved with addressing the opportunities.

Benchmarking Toolkit

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Operational Performance Assessment (OPA)

The *Operational Performance Assessment* uses the *J.D. Power and Associates Certified Call Center Program's* operational audit methodology to allow companies to find out how their call center is performing and what to do to achieve higher levels of performance. The OPA program delivers the insight and tools needed to create a continuous performance improvement mechanism that can drive superior results quickly and at low cost.

An OPA engagement can yield strong ROI and a clear path to becoming a J.D. Power Certified Call Center. The program includes the *J.D. Power and Associates Benchmarking Toolkit* in addition to a three-day onsite assessment.

For more information about J.D. Power's Call Center Products and Services please visit our website at jdpower.com/certificationprograms



Custom Research

J.D. Power and Associates conducts customized research and customer satisfaction measurement and tracking on a proprietary basis utilizing a variety of data collection methods. These studies give clients access to weekly, monthly, or quarterly data on demand, via a customized extranet, to identify issues and enable quality and customer satisfaction process improvements. J.D. Power has been conducting proprietary research in the areas of quality and customer satisfaction for more than 4 decades.

To learn more about our products and services, please visit:
businesscenter.jdpower.com

Automotive Forecasting

The J.D. Power Automotive Forecasting team is comprised of statisticians, economists, and experts in demographics who combine their knowledge of consumer behavior with the latest statistical modeling techniques to measure and track the global automotive industry. The team leverages its consumer and forecasting databases to predict sales, production, powertrain configurations, demand for future technologies, product cycle plans, and trends in vehicle prices and contenting.

To learn more about Automotive Forecasting, please visit:
jdpower.com/forecasting

Mystery Shopping

J.D. Power and Associates' mystery shopping programs evaluate how consistently employees communicate their company's mission, vision, values, and brand promise, primarily through measuring sales and service process execution. To measure consistency across the customer experience, J.D. Power deploys mystery shoppers to assess their employees' performance across a range of identified customer touch points. This provides objective, highly actionable and tactical information that allows organizations to compare their performance with key competitors, better understand operational strengths and weaknesses, and develop strategies for improvements.

To learn more about mystery shopping programs, please visit:
jdpower.com/mysteryshopping

Power Information Network® (PIN)

The Power Information Network (PIN) provides clients across Canada and the United States with real-time automotive information, analysis, and decision-support tools to reduce risk exposure, improve marketing and remarketing effectiveness, and increase profitability. PIN automotive solutions are based on the collection and analysis of daily new- and used-vehicle retail transaction data. Details from these transactions are evaluated to create products that focus on key measures, including price, cost, profit, finance, lease, and trade-in values.

To learn more about PIN, please call 800.947.6988 or e-mail customersupport@powerinonet.com or visit:
jdpower.com/PIN

Certification Programs

J.D. Power and Associates certification programs help consumers and B2B customers identify product and service providers that deliver an outstanding customer experience. To become certified, the client company must meet or exceed the customer satisfaction benchmark established by the most recent J.D. Power and Associates research study in that industry. Companies that become certified may then have the opportunity to license the J.D. Power brand to enhance consumer recognition of their certification.

To learn more about these certification programs, please visit:
jdpower.com/certificationprograms

Consulting

J.D. Power and Associates' consulting services assist clients in developing competitive advantages by helping them understand and integrate the Voice of the Customer into their strategic planning and operational activities. The methodologies employed are practical and proven, yielding measurable results and providing clients with assistance in developing and refining processes and products from concept through sales and service.

To learn more about consulting services, please visit:
jdpower.com/consulting