



## Press Release

### **J.D. Power and Associates Reports: Register.com Recognized for Customer Service Excellence for a Third Consecutive Year**

**WESTLAKE VILLAGE, Calif.: 17 August 2007**—Register.com, a New York-based provider of web services and domain registration for small businesses, has been recognized for call center operation customer satisfaction excellence for a third consecutive year under the J.D. Power and Associates Certified Call Center Program.<sup>SM</sup> This distinction acknowledges a strong commitment by the Register.com call center operations to provide “An Outstanding Customer Service Experience.”

Located in Yarmouth, Nova Scotia, Register.com’s call center operations handle more than 1 million telephone, e-mail and fax inquiries from customers per year. To become certified, the call center operations successfully passed a detailed audit of 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 Register.com customers who recently contacted its call centers.

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 criteria used include evaluation of: courtesy; knowledge; concern for the customer; usefulness of the information provided; convenience of operating hours; ease of reaching a representative; and timely resolution.

“Customer experiences with a call center can have a major impact on business operations overall, and Register.com customers appear to be particularly satisfied with the call center,” said Jonathan Brookner, director of the call center certification program at J.D. Power and Associates. “Specifically, customers give Register.com high ratings in the timeliness of problem resolution, which is a key driver of overall satisfaction with the general call center operations. Customers also gave Register.com high ratings in the convenience of their service hours.”

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 best practices for handling service calls.

“The J.D. Power and Associates certification is validation of our commitment to providing knowledgeable and efficient service to our customers,” said Larry Kutscher, CEO at Register.com. “Our small-business customers count on us to serve as their Web department, so we make sure our customer service team members possess the best in technical and online business expertise. We are there whenever our customers need us and we answer every call with a live representative, not an automated system. This ensures that our customers can quickly get the help they need, then get back to the important things, like running their business.”

There are more than 75,000 call centers in North America and an estimated 125,000 worldwide that help customers with product and service questions across a multitude of industries, ranging from credit cards, financial

services, investment services, utilities, service warranty and insurance to telecommunications, healthcare and office products.

**About J.D. Power and Associates**

Headquartered in Westlake Village, Calif., J.D. Power and Associates is an ISO 9001-registered global marketing information services firm operating in key business sectors including market research, forecasting, performance improvement, training and customer satisfaction. The firm'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](http://JDPower.com). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

**About The McGraw-Hill Companies**

Founded in 1888, The McGraw-Hill Companies (NYSE: MHP) is a leading global information services provider meeting worldwide needs in the financial services, education and business information markets through leading brands such as Standard & Poor's, McGraw-Hill Education, BusinessWeek and J.D. Power and Associates. The Corporation has more than 280 offices in 40 countries. Sales in 2006 were \$6.3 billion. Additional information is available at <http://www.mcgraw-hill.com>.

**Media Relations Contacts:**

John Tews  
J.D. Power and Associates  
Troy, Mich.  
(248) 312-4119  
[john.tews@jdpa.com](mailto:john.tews@jdpa.com)

Wendy Kennedy  
Register.com  
New York, NY  
(917) 488-0014  
[media@register.com](mailto:media@register.com)

No advertising or other promotional use can be made of the information in this release without the express prior written consent of J.D. Power and Associates. [www.jdpower.com/corporate](http://www.jdpower.com/corporate)