



Press Release

J.D. Power and Associates Reports: TriWest Healthcare Alliance Recognized for Call Center Customer Satisfaction Excellence

WESTLAKE VILLAGE, Calif.: 16 January 2008 —TriWest Healthcare Alliance has been recognized for call center customer satisfaction excellence under the J.D. Power and Associates Certified Call Center Program.SM This distinction acknowledges a strong commitment by TriWest call center operations to provide “An Outstanding Customer Service Experience.”

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 TriWest customers who recently contacted its call centers.

“Meeting the needs of customers is critical in running a successful call center operation, and the fact that TriWest has passed the rigorous standards to achieve certification clearly demonstrates their commitment to customer satisfaction,” said Bob Caruso, executive director at J.D. Power and Associates.

For certification status, a call center must also perform within the top 20 percent of customer service scores, which is 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.

“The J.D. Power and Associates certification recognizes our operational excellence and that our call center and its staff provide outstanding service for our millions of customers and more than 129,000 health care practitioners in our provider network,” said David J. McIntyre Jr., president and CEO of TriWest. “We achieved this level of service with the support of the TRICARE Regional Office—West.”

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.

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

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