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ICMI Announces the 2010 Global Call Center of the Year Awards Finalists

Two outstanding call centers in the Large category and two in the Small-Medium category selected for embodying the principles of effective call center management, customer advocacy and employee engagement.

Colorado Springs, Co. May 14, 2010 – The International Customer Management Institute (ICMI) has announced the finalists for its 2010 Global Call Center of the Year Awards following a highly competitive application and selection process.

The two finalists in the Large Call Center category are: 1) Capital One Financial Corporation (McLean, Virginia), a Fortune 200 financial services company serving approximately 45 million customer accounts worldwide; and 2) New York Life Insurance Company - AARP Operations (Tampa, Florida), a leading provider of insurance, annuity and investment products and services for AARP members.

There was particularly intense competition in the Large Call Center category this year, with several semifinalists deserving of some recognition, including: Nationwide Insurance Claims Call Center; MedSolutions; VPI Pet Insurance; and China Mobile Communications Group (Beijing branch).

In the Small/Medium Call Center category, the two 2010 finalists are: 1) Parago Communications Canada Inc. (Miramichi, New Brunswick), an incentive programs specialist aimed at motivating clients' customers, channel partners, and sales force/employees; and 2) TransCore Freight Services (Beaverton, Oregon), a leading transportation solutions provider serving brokers, carriers, owner-operators and shippers in the U.S. and Canada – and the recipient of the ICMI Global Call Center of the Year Award in 2007.

The winner in each category will be announced on June 16 in New Orleans at the Annual Call Center Exhibition ([ACCE](#)) – ICMI's flagship conference.

Regardless of the outcome, each finalist is proud to have been selected as a finalist for the coveted award.

"It's an honor to be recognized by ICMI as a finalist for this prestigious award, and we at Capital One are thrilled that the industry is taking notice of the enhanced level of service we provide our customers," says Heather Cox, Senior Vice President at Capital One. "Our associates are committed to operational excellence and strive to delight our customers."

New York Life Insurance Company's Corporate Vice President, Victor Verastegui, offers similar sentiments. "New York Life's selection as a finalist for this prestigious industry award further validates the value of clear alignment between our people, mission and vision, and our commitment to delivering exceptional customer service, through a 'best-in-class' call center operation. This recognition creates real employee value."

Juli Spottiswood, CEO and President of Parago, is very happy to see that all her team's hard work in customer care is paying off. "We are very honored to be recognized as a finalist by ICMI for the Small-to-Medium Call Center of the Year. At Parago, call centers are a critical touch point for our clients and their customers, and we have worked tirelessly to optimize that interaction."

And the people at TransCore are beaming over being selected as a finalist a second time. "After being named ICMI Call Center of the Year in 2007, we are delighted to see TransCore return as a finalist for this year's award," says Laura Mendoza, Senior Manager of Customer Support for TransCore. "To compete at this level – again – shows TransCore's consistent delivery of excellent customer service."

ICMI presents its Global Call Center of the Year Awards annually, recognizing outstanding customer care organizations that embody call center excellence in the following ways:

- Show a strong grasp of the core and advanced principles of effective call center management
- Measure the right metrics and consistently meet or exceed key performance objectives – always mindful of each metric's impact on the customer experience.
- Sustain a positive work culture that fosters employee engagement, development, and continuous improvement
- Demonstrate innovation and progressive strategy in terms of people management, processes and technology
- Continually strive to strengthen the call center's role within and strategic value to the larger organization

Narrowing down the award applicants to two in each category was no easy task this year, according to ICMI's Community Services Manager and Chairperson of the 2010 Global Call Center of the Year Selection Committee.

"The caliber of call centers that applied for the award was exceptionally high – we on the committee deliberated for hours to make our final selections," says Levin. "Having so many organizations that have such outstanding processes and practices in place and that demonstrate such a strong commitment to customers and agents is a testament to how far the call center industry has come."

Call centers that win a Global Call Center of the Year award enjoy worldwide recognition, enhanced customer and employee loyalty and acquisition, and increased respect and support from senior management and key departments within the enterprise.

For more details about the annual ICMI Global Call Center of the Year Award, please visit <http://www.icmi.com/icmi.aspx?c=107>.

About Capital One Financial Corporation

Capital One Financial Corporation provides a broad spectrum of financial products and services to consumers, small businesses and commercial clients. A Fortune 200 company, Capital One serves approximately 45 million customer accounts worldwide and has one of the most widely recognized brands in America.

About New York Life Insurance Company - AARP Operations

NY Life Insurance Company - AARP Operations provides financial security and peace of mind through its insurance, annuity and investment products and services. The company is uniquely aligned with its customers, protects their future, and strives to earn their trust and loyalty.

About Parago Communications Canada Inc.

Parago is the innovative provider of rewards-based incentive solutions that deploy technology to drive better results from consumers and sales channels. Parago provides a full range of corporate and consumer incentive programs to Fortune 500 companies. Its offerings include incentive solutions targeted at customer acquisition and retention and sales and channel incentives solutions.

About TransCore Freight Services

TransCore is the largest global supplier of Radio-frequency identification (RFID) technology for transportation applications, with more than 40.4 million tags and 63,000 readers distributed worldwide. TransCore operates as a wholly owned subsidiary of Roper Industries.

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About ICMI

The International Customer Management Institute (ICMI), celebrating its 25th anniversary in 2010, is the leading global provider of comprehensive resources for customer management professionals – from frontline agents to executives – who wish to improve contact center operations, empower contact center employees, and enhance customer loyalty. ICMI's experienced and dedicated team of industry insiders, analysts, and consultants are committed to providing uncompromised objectivity and results-oriented vision through the organization's respected lineup of professional services including: Training and Certification, Consulting, Events, and Informational Resources. Founded in 1985, ICMI continues to serve as one of the most established and respected organizations in the call center industry.

ICMI is a part of UBM Live which provides leading integrated media solutions and professional services across 20 different markets. Operating across the globe, its events, training, publications, award programs, and websites offer professionals in Interiors, Security, Venues,

Customer Management, Safety & Health and Facilities the ultimate experience in learning, networking, and business development.

For more information, visit www.icmi.com.