



## Press Release

### **J.D. Power and Associates Reports:**

### **Avaya Recognized for Excellence in Certified Technology Service and Support Program For a Fourth Consecutive Year**

**WESTLAKE VILLAGE, Calif.: 15 February 2012** — Avaya, a global provider in business collaboration systems, software and services, has achieved certification for a fourth consecutive year under the J.D. Power and Associates Certified Technology Service and Support Program.<sup>SM</sup> This distinction recognizes Avaya for delivering “An Outstanding Customer Service Experience.”

Jointly developed by J.D. Power and Associates and the Technology Services Industry Association (TSIA), the program evaluates overall customer satisfaction and helps technology support organizations increase their efficiency and effectiveness in technical service and support. The certification also helps businesses identify those companies that have demonstrated service and support excellence before selecting which technology products to purchase.

“By passing continually evolving standards of the certification program for four years in a row, Avaya has confirmed a strong commitment across the organization to delivering the highest value of service and support to its customers,” said Ritesh Kochhar, senior manager of the Certified Technology Service and Support Program at J.D. Power and Associates. “Maintaining the customer at the center of the decision-making process, along with a focused alignment of internal procedures, is what allows organizations to support this kind of distinction over time.”

“This is the fourth consecutive year Avaya has demonstrated an outstanding ability to deliver the highest quality service and support to their North America customers,” said Joanne Weigel, senior director of organizational development programs at TSIA. “During annual intensive audits against TSIA’s Excellence in Service Operations best practices, Avaya continues to demonstrate they exceeded industry practices in several key areas. These continuous results are a strong demonstration of Avaya’s commitment to their support customers.”

“Earning the J.D. Power and Associates certification for four years in a row underscores Avaya’s commitment to serving our customers in the communications and collaboration market,” said Mike Runda, vice president of Global Support Services, Avaya Client Services. “The strategies, people, processes and tools that we’ve implemented to support Avaya solutions are having tangible results in delighting our customers. In the next few months, we will have more exciting news to share that will provide new value for clients and partners.”

To achieve certification, an organization must attain customer satisfaction scores among the top 20 percent of companies nationwide offering technology support, based on J.D. Power and Associates’ extensive technology industry benchmark customer satisfaction research. The organization must also pass a detailed audit of its support policies and procedures. Certification is valid for one year.

J.D. Power and Associates evaluated Avaya on its assisted service over the phone, its non-assisted Web knowledge base and self-help service problems, as well as its on-site field service support. For the certification,

J.D. Power and Associates conducted a survey of Avaya's customer base to establish an overall customer satisfaction index score and conducted an onsite audit at an Avaya facility.

J.D. Power and Associates and TSIA are currently evaluating technology service and support organizations across the industry to determine if they are eligible for certification.

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

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing performance improvement, social media and customer satisfaction insights and solutions. The company'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.

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#### **About TSIA**

The Technology Services Industry Association (TSIA) is the leading association dedicated to advancing the business of technology services. Technology services organizations large and small look to TSIA for world-class benchmarking and research, exceptional peer networking and learning opportunities, and high-profile certification and awards programs. We keep their business leaders informed and connected through a full range of programs and services that tackle real-world service business challenges, providing real-world solutions. TSIA corporate members represent the world's top technology companies as well as scores of innovative small and midsize businesses in four major markets: enterprise IT and telecom, consumer technologies and carriers, healthcare and healthcare IT, and industrial automation. TSIA brings the technology services industry together. [www.tsia.com](http://www.tsia.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)  
Suzanne Hite; TSIA; San Diego, Calif.; (410) 774-5322; [suzanne.hite@tsia.com](mailto:suzanne.hite@tsia.com)  
Jonathan Varman; Avaya; (908) 953-6432; [jvarman@avaya.com](mailto:jvarman@avaya.com)

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