



**J.D. Power Recognizes GES National Servicenter®  
for Providing an Outstanding Customer Service Experience**

*GES has earned this prestigious certification for the eighth year in a row*

LAS VEGAS – October 4, 2016 – [GES](#), a global, full-service provider for live events, announced that GES has been recognized for contact center operation customer satisfaction excellence for an eighth consecutive year under the J.D. Power Certified Contact Center Program.<sup>SM</sup> The Certified Contact Center Program distinction acknowledges a strong commitment by GES' National Servicenter operations to provide "An Outstanding Customer Service Experience." GES achieved certification for the live phone channel, including interactive voice response (IVR) routing and customer service representative (CSR).

"The experience our team provides to clients each and every day, in a very challenging and fast-paced environment, has resulted in highly-satisfied customers and a spirit of pride in providing the very best service available," said GES Senior Vice President, Chris Elam. "We are honored to have our commitment to industry-leading service recognized for the eighth years in a row by J.D. Power. The certification allows us to make sure we're exceeding industry benchmarks and keeps us squarely focused on continuous improvement in key development areas."

To become certified, the GES National Servicenter successfully passed a detailed audit of more than 100 practices that encompass its recruiting, training, employee incentives, management roles and responsibilities, and quality assurance capabilities. As part of its evaluation, J.D. Power conducted a random survey of GES customers who recently contacted its National Servicenter in Las Vegas.

According to J.D. Power, "GES has demonstrated its commitment to customer experience by earning their eighth consecutive live phone channel certification. In fact, according to our research, GES' performance around the 'courtesy' and 'concern' attributes was particularly high."

For certification status, a contact center must also perform within the top 20 percent of customer service scores, which are based on benchmarks established in J.D. Power's cross-industry customer satisfaction research. The evaluation criteria include the customer service representative's courtesy, knowledge and concern for the customer; promptness in speaking to a person; and timely resolution of the problem or request. Additionally, the experience with the automated phone system is evaluated based on the clarity of the information provided, the ease of navigating the phone menu prompts and the ease of understanding the phone menu instructions.

-more -

Launched by J.D. Power in 2004 to evaluate overall customer satisfaction with live phone interactions and to help organizations in various industries increase their efficiency and effectiveness by establishing and continually updating leading practices for handling service calls, the Certified Call Center Program is now called the Certified Contact Center Program, which certifies the live phone channel, the IVR self-service channel and the Web self-service channel. For more information on the [Certified Contact Center Program](#), please visit [JDPower.com](#).

The GES National Servicenter is open weekdays from 6 a.m. to 5 p.m. PT. Customers may speak to a knowledgeable representative by telephone at 1.800.475.2098 or through live [chat](#). For more information, visit us at [ges.com](#).

### **About GES**

GES, a Viad Corp (NYSE: VVI) company, is a global, full-service provider for live events, producing corporate events, exhibitions, conferences, congresses, exhibits and entertainment experiences. GES provides a wide-range of services, including official show services, audio visual, cutting-edge creative and design, marketing and measurement services, and event accommodations – all with an unrivaled global reach. GES partners with leading shows and brands, including Mary Kay, Spring Fair Birmingham, MAGIC, CONEXPO-CON/AGG and IFPE, and Toronto Boat Show. GES' National Servicenter® has been recognized with certification under the J.D. Power Certified Call Center Program for the past eight years, and for the seventh year in a row Ad Age has named GES as one of the "World's 50 Largest Agency Companies." For more information visit [www.ges.com](#).

###

### **Contacts:**

#### **GES**

Detra Page

702.515.5627

[dpage@ges.com](mailto:dpage@ges.com)

#### **J.D. Power**

John Tew

248-680-6218

[media.relations@jdpa.com](mailto:media.relations@jdpa.com)