Synchrony Financial Named a Top Call Center by BenchmarkPortal

Release Date:
Tuesday, April 21, 2015 9:00 am EDT

Terms:
 Awards & Recognition [1]

Dateline City:
STAMFORD, Conn.

Company Recognized in Large Call Center Category for Superior Service and Financial Performance

STAMFORD, Conn.--(BUSINESS WIRE [2])--Synchrony Financial (NYSE:SYF), a premier consumer financial services company with 80 years of retail heritage, has earned a top spot on BenchmarkPortal's 2015 list of the Top 100 Call Centers [3], finishing second among all large-sized call centers (250+ agents). Synchrony Financial and the other award recipients were cited for providing superior service and financial performance.

The Top 100 competition compares the performance of contact centers throughout North America by evaluating their key metrics against industry peers. Entries are cross-checked, validated and approved by certified call center experts, and the resulting submissions are scored on the basis of both quality and cost efficiency.

Since the Top 100 process is based entirely on statistical comparison to the world's largest and most respected database of call center metrics, this competition can objectively identify centers who are achieving superior results both in financial and qualitative terms.

"Our business is built on providing great experiences and an outstanding level of support to our customers and partners. I'm especially proud of our thousands of agents, whose hard work day in and day out is reflected in this award," said Kurt Grossheim, chief operating officer of Synchrony Financial. "We're honored to be named among the top three very best call centers in North America for the second year in a row."

BenchmarkPortal audited Synchrony Financial's call center metrics and processes, comparing key performance indicators with best practice data from thousands of contact centers. The rigorous certification process is metrics-driven and assesses call centers against objective and quantitative data for efficiency and effectiveness.

"The Synchrony Financial contact center is among the best in its industry," said Bruce Belfiore, CEO of BenchmarkPortal. "This award was granted on the basis of objective, metrics-driven performance, and Synchrony stood tall against its competitors. This is not easy to do, and we congratulate them on their accomplishment."

About BenchmarkPortal

Founded in 1995, BenchmarkPortal is a global leader in the contact center industry, providing benchmarking, certification, training, consulting, research and industry reports. The BenchmarkPortal team of professionals has gained international recognition for its innovative approach to best practices for the contact center industry. BenchmarkPortal hosts the world's largest database of contact center metrics, which is constantly being refreshed with new data. BenchmarkPortal's mission is to provide contact center managers with the tools and information that will help them optimize their efficiency and effectiveness in their customer communications. For more information on BenchmarkPortal please call 1-800-214-8929 or visit www.BenchmarkPortal.com [4].

About Synchrony Financial

Synchrony Financial (NYSE: SYF [5]), formerly GE Capital Retail Finance, is one of the premier consumer financial services companies in the United States. Our roots in consumer finance trace back to 1932, and today we are the largest provider of private label credit cards in the United States based on purchase volume and receivables. We provide a range of credit products through programs we have established with a diverse group of national and regional retailers, local merchants, manufacturers, buying groups, industry associations and healthcare service providers to help generate growth for our partners and offer financial flexibility to our customers. Through our partners' approximately 300,000 locations across the United States and Canada, and their websites and mobile applications, we offer our customers a variety of credit products to finance the purchase of goods and services. Our offerings include private label and co-branded Dual Card credit cards, promotional financing and installment lending, loyalty programs and Optimizer^{+plus} branded FDIC-insured savings products through Synchrony Bank. More information can be found at www.synchronyfinancial.com [6] and twitter.com/SYFNews [7].

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English

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Ticker Slug:
Ticker: SYF

Exchange: NYSE

Source URL: https://newsroom.synchrony.com/press-release/awards-recognition/synchrony-financial-named-top-call-center-benchmarkportal

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