Brother International Contact Center Achieves Certification as a Center of Excellence

BenchmarkPortal recognizes the exceptional efficiency and effectiveness of the Brother International Contact Center by awarding it Certification as a Center of Excellence. The granting of certification is based on a company's operational metrics, customer satisfaction and agent satisfaction.

July 21, 2014 -- The Brother International customer contact center has been certified as a Center of Excellence by BenchmarkPortal, a leading contact center research and consulting organization. "Only the top 10 percent of those benchmarked annually achieve this distinction," said BenchmarkPortal CEO Bruce Belfiore. "Achieving Center of Excellence certification is an acknowledgement of strong management and leadership in the call center industry."



To achieve certification as a Center of Excellence, a company must undergo a rigorous benchmarking process, which compares the organization's operational metrics to those of its peers, using the world's largest database of contact center metrics. During this process, BenchmarkPortal experts audit and verify key data from the contact center applying for certification.

Factors (called key performance indicators) such as first call resolution, cost per call, call waiting time, customer satisfaction, agent satisfaction and utilization of human resources are taken into account. BenchmarkPortal is able to scientifically gauge how the contact center being studied compares to other centers in the same industry, and if the performance of the contact center is superior. Customer satisfaction, which relates to customer loyalty and business growth, is the goal, balanced by financial metrics which show that the center is being operated efficiently.

"Center of Excellence certification indicates that the contact center delivers superior customer service within a responsible cost structure," said Belfiore. "A great contact center operation reflects its management's passion for balancing the demands of high quality and low costs. Brother has shown its ability to achieve that balance through its objective performance metrics. We have validated its metrics and have certified that Brother is, indeed, among the best in its industry. I congratulate Brother on a job well done."

"Benchmarking delivers a crackerjack profile of a contact center's operations that can inspire management to move forward aggressively, even in a less-than-robust economy," added Belfiore, who has been with the company since 2000.