



NEWS RELEASE

For Immediate Release

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DELTA DENTAL OF VIRGINIA RECOGNIZED FOR EXCELLENCE IN CUSTOMER SERVICE

Call center earns prestigious BenchmarkPortal certification from Purdue center

Roanoke, VA - April 7, 2009 – Delta Dental of Virginia’s call center has been recognized for excellence in customer service, earning the prestigious BenchmarkPortal certification from the Center for Customer-Driven Quality at Purdue University. This certification means that Delta Dental’s call center is a “Certified Center of Excellence,” offering world-class customer service.

Delta Dental of Virginia received the certification following a rigorous audit that benchmarked its call center against the best practices of a peer group of comparable centers. Auditors measured a variety of metrics, including the average speed of answer, percentage of calls satisfactorily handled on the first call, average length of call and even the number of hours that new customer service agents spend in training.

“Delta Dental of Virginia is passionate about taking care of our customers by delivering quality dental benefits and superior service supported by evidence-based science and innovative technology,” said George Levicki, DDS, president and CEO of Delta Dental of Virginia. “Science and technology combined with the caring and helpful attitude of our customer service representatives are the foundation of providing high quality dental benefit services.”

About Delta Dental of Virginia

Delta Dental of Virginia, headquartered in Roanoke, was created in 1964 by the Virginia Dental Association and chartered by the General Assembly, as a not-for-profit service corporation the same year. Delta Dental provides employee dental benefits through a variety of managed fee-for-service and PPO plans covering over 1.3 million enrollees in over 3,100 groups. Delta Dental of Virginia is a member company of the Delta Dental Plans Association, the nation’s largest, most experienced dental benefits carrier providing dental coverage to over 51.6 million people in over 93,000 groups across the nation.

About BenchmarkPortal

BenchmarkPortal is the custodian of the Purdue University Center for Customer-Driven Quality database of contact center metrics, the largest in the world. It provides reports, products and services for contact centers in the areas of operational metrics, customer satisfaction measurement and agent satisfaction measurement.

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