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OECONNECTION CUSTOMER CARE CENTER NAMED "BEST IN CLASS" FOR 4TH CONSECUTIVE YEAR

RICHFIELD, OH, November 8, 2011 – **OECConnection LLC** announced today that its Customer Care Center has been recognized as a "Certified Center of Excellence" for the fourth consecutive year. The designation comes from BenchmarkPortal and the Center for Customer-Driven Quality at Purdue University.

The BenchmarkPortal certification is one of the most prestigious awards in the service and supports industry. Call centers that achieve this designation have undergone thorough statistical comparison with "peer groups" in the same industry sector and are considered to be among the top 10% of all call centers surveyed for efficiency and effectiveness.

"It's an honor to receive the Center of Excellence award once again," said OECConnection President & CEO Charles Rotuno. "This designation validates the great work and customer-centric focus of our call center team, and it represents the culmination of specific initiatives designed to achieve consistently superior service for our growing customer base."

Bruce Belfiore, CEO & Senior Research Executive, Benchmark Portal, said, "The certification of OECConnection's Customer Care Center is a direct result of its leadership's commitment to balancing cost-effective service solutions with best-in-class service performance. It is an achievement of distinction."

The Customer Care Center at OECConnection was measured on a variety of metrics, including average speed of answer, percentage of calls satisfactorily handled on the

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first call, average length of call, training hours for the staff, and customer satisfaction. In addition, all OEConnection customer care representatives were interviewed regarding their work environment and the call center's culture and philosophy.

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About OEConnection LLC

OEConnection is the leading Online Parts & Service Exchange (OPSX) in the automotive industry and beyond, serving over 30,000 dealership and repair customers. Customers use OEConnection products over 5 million times each month to market, manage and move original equipment parts, facilitating an estimated \$12 billion in annual replacement parts trade. The company is headquartered in the greater Cleveland area at 4205 Highlander Parkway, Richfield, Ohio, 44286. Additional information is available at www.oconnection.com or by emailing Geo Money at Geo.Money@OEConnection.com.