

HARRISBURG, Pa. (July 30, 2012) – United Concordia Dental’s customer call center has been certified by BenchmarkPortal as a Center of Excellence, one of the most prestigious awards in the customer service and support industry.

“This certification by BenchmarkPortal is based on best practice metrics drawn from the world’s largest database of objective and quantitative data – data that is both audited and validated,” said Chip Merkel, president and CEO. “We earned this recognition because our call center’s key performance indicators rank us in the top 10 percent of all centers when compared with industry peers.”

Call centers that earn this recognition from BenchmarkPortal are compared against a balanced scorecard of metrics for efficiency and effectiveness, which was founded at Purdue University. They must demonstrate superior performance on both cost-related and quality-related metrics.

Bruce Belfiore, CEO and senior research executive of BenchmarkPortal said, “This certification attests to the fact that United Concordia and its call center leaders have successfully balanced efficiency and effectiveness in their operations. By optimizing their cost components and ability to satisfy customers, United Concordia exemplifies best practices in a very important consumer products sector.”

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