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COMMUNICATION BREAKDOWN, LONG HOLD TIMES TOP LIST OF CUSTOMER SERVICE COMPLAINTS, OPINION RESEARCH CORPORATION STUDY FINDS

Princeton, NJ: February 27, 2008 -In the latest Ouch Point study from Opinion Research Corporation (an InfoUSA company, NASDAQ: IUSA), one in five U.S. respondents (20%) cited hard to understand representatives with thick accents as their biggest frustration in dealing with customer service departments. Running a close second was the length of time it takes to get through to a representative (17%).

“Customer service representatives are the “face” of any service organization, and therefore need to be understood by their customers,” said Linda G. Shea, Senior Vice President and Global Managing Director of Customer Strategies at Opinion Research Corporation. “Issues such as the time it takes to reach a representative, a lack of familiarity with the company’s products and services, and being transferred to the wrong person or department, when not identified and remedied, can cause significant damage to a company’s reputation and future business,” she added.

A list of top customer service Ouch Points ranked as follows:

Reps that are hard to understand because of a thick accent	20%
Length of time to reach a representative	17%
Reps that are not knowledgeable about their organizations products/ services/ process	14%
Being transferred to the wrong person or the wrong department	13%
Reps who promise to follow through and don’t	9%
Reps that are not empowered to handle a situation	8%
Reps who don’t understand your situation	7%
Reps who want to debate your situation	3%

Opinion Research Corporation now offers an easy, cost-effective online solution providing timely and accurate insight into customer perceptions on a wide range of issues impacting their relationship with your company. To learn how our Customer Experience Evaluation tool helps you pinpoint and remedy the unique customer service challenges facing your organization, contact Linda Shea at 1-800-444-4ORC (4672). To receive a free white paper on improving the customer experience, send an email to whitepaper@opinionresearch.com

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ORC’s “Ouch Point” series is a monthly survey examining tolerance thresholds in a variety of common scenarios facing Americans in both their professional and personal lives every day. [Survey questions](#) are based on ORC’s extensive research experience in the areas of customer experience and strategies, market planning and development, corporate branding and reputation and employee engagement.

About Opinion Research Corporation

Founded in 1938, Opinion Research Corporation, an infoUSA company, helps its clients grow their business by leveraging the insights of market research. ORC also serves as an official partner of CNN on the CNN/Opinion

Research Corporation poll, conducting national, speech reaction, state and flash/overnight polls since April 2006. To learn more, visit www.opinionresearch.com.

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