



## Herbalife US Call Center Earns Certification from BenchmarkPortal

Herbalife Distributor Services Call Center in Los Angeles, CA has been certified by BenchmarkPortal, in conjunction with the Center for Customer-Driven Quality at Purdue University.

Dr. Jon Anton of the Center for Customer-Driven Quality presented the center with a certification plaque at ceremonies held at the Herbalife headquarters campus to recognize their **World Class Service** achievement.

**“This certification attests to the fact that Herbalife call center managers have successfully balanced efficiency and effectiveness in their operations”, said Dr. Anton. “By optimizing their cost components and their ability to satisfy customers, they exemplify best practices in a very important consumer products sector.”**

Michele Crocker, Vice President Distributor Services added “The call center is a vital interface between our Distributors and Herbalife, it has become critical that the call handling process be conducted both effectively and efficiently. Our mission statement is to deliver the Total Distributor Experience at every touch point and to set the standards for call center excellence”. This certification demonstrates the team have achieved excellence in measurable best practices standards, maintained those standards over time and trained our people to optimize their skills in support of best practices”

This certification distinguishes itself by being based on best-practice metrics drawn from the world’s largest database of call center performance information. Centers that attain certification do so on the basis of objective, quantitative data, which is audited and validated by researchers from BenchmarkPortal and Purdue.

The Herbalife Call Center has over 200 agents and other personnel, with over 2 million inbound calls offered annually. The management team has aimed at attaining best practices and has found validation in the benchmarking and certification process. The ultimate goal is to make the enterprise more competitive and customer-centric, which also leads to measurable improvements in operations and profitability. Dru Phelps, BenchmarkPortal’s Vice President for Benchmarking Certification, worked with Herbalife to validate the center’s metrics and to identify areas of opportunity.

### 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.