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INTEGRATED REPORT

TOP 25 CUSTOMER SERVICE CHAMPIONS WITH J.D. POWER AND ASSOCIATES

Annual ranking of customer service stars

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CUSTOMER SERVICE CHAMPIONS

With ever-increasing competition, customer service stands out as one of the most powerful ways a company can distinguish itself.

In this special report, senior decision makers get valuable insight from our ranking of the top 25 companies meeting the needs of their customers. The list is produced in partnership with sister company J.D. Power and Associates, the trusted provider of consumer satisfaction ratings.

Our readers learn how these masters bring together people, processes, and technology to put customers first. In-depth profiles, best practices, and lessons learned highlight how these leaders emphasize customer loyalty — as much as employee loyalty — to influence purchase decisions and build the bottom line.

Leverage our connection to affluent decision makers who place a premium on the best customer service in their professional and personal lives.

The image shows a screenshot of the BusinessWeek website. At the top, the BusinessWeek logo is visible, along with navigation links for HOME, INVESTING, COMPANIES, TECHNOLOGY, INNOVATION, MANAGING, SMALL BIZ, B-SCHOOLS, ASIA, EUROPE, LIFESTYLE, and MAGAZINE. The main content area features a 'SPECIAL REPORT' titled 'Customer Service Champs' by Jena McGregor, dated February 21, 2008. The article text discusses the importance of customer service and mentions a ranking of the top 25 companies. To the right of the article, there are 'STORY TOOLS' such as 'post a comment', 'e-mail this story', and 'print this story'. Below the article, there is a 'RELATED ITEMS' section with a link to 'Podcast: Behind the...'. In the bottom right corner, there is a thumbnail image of the BusinessWeek magazine cover, which features a man in a red mask and the headline 'CONSUMER VIGILANTES' and 'CUSTOMER SERVICE CHAMPS'.