

FARO Technologies, Inc. Logo

## FARO Customer Service Team Earns Recognition from BenchmarkPortal

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LAKE MARY, Fla., March 12, 2014 /PRNewswire/ -- FARO Technologies, Inc. (NASDAQ: FARO) announced that the FARO Americas' Customer Support group is certified as a Center of Excellence by BenchmarkPortal, a leading contact center research and consulting organization. The Center of Excellence recognition is one of the most prestigious awards in the customer service and support industry.



"This certification attests to the fact that call center leaders have successfully balanced efficiency and effectiveness in their operations," said Bruce Belfiore, CEO of Benchmark Portal. "By optimizing their cost components and their ability to satisfy customers, they exemplify best practices in a very important consumer products sector."

To achieve certification as a Center of Excellence, a company must undergo a rigorous bench marking process. The process compares the organization's operational metrics to those of its peers. Using the world's largest database of contact center metrics, BenchmarkPortal experts audit and verify key data from the contact center applying for certification.

"We are proud of our customer service team's diligence and their dedication to excellence," said Kathleen J. Hall, FARO Technologies Senior Vice President and Managing Director Americas. "The Center of Excellence certification award serves as confirmation that our employees continue to provide outstanding service and support to our customers across the Americas. Customer satisfaction, which relates to customer loyalty and business growth, is the goal," Hall adds.

Key performance indicators such as first call resolution, cost per call, call waiting time, customer satisfaction, agent satisfaction, and utilization of human resources are taken into account. BenchmarkPortal is able to scientifically gauge how the contact center being studied compares to other centers in the same industry, and if the performance of the contact center is superior.

### **About FARO**

FARO is the world's most trusted source for 3D measurement, imaging and realization technology. The Company develops and markets computer-aided measurement and imaging devices and software. Technology from FARO permits high-precision 3D measurement, imaging and comparison of parts and compound structures within production and quality assurance processes. The devices are used for inspecting components and assemblies, production planning, documenting large volume spaces or structures in 3D, surveying and construction, as well as for investigation and reconstruction of accident sites or crime scenes.

Worldwide, approximately 15,000 customers are operating more than 30,000 installations of FARO's systems. The Company's global headquarters is located in Lake Mary, Fla., its European head office in Stuttgart, Germany and its Asia/Pacific head office in Singapore. FARO has branches in Brazil, Mexico, Germany, United Kingdom, France, Spain, Italy, Poland, Netherlands, India, China, Singapore, Malaysia, Vietnam, Thailand and Japan.

Further information: <http://www.faro.com>.

### **About BenchmarkPortal**

Founded in 1995, BenchmarkPortal is a global leader in the contact center industry, providing benchmarking, certification, training, consulting, research, and industry reports. The BenchmarkPortal team of professionals has gained international recognition for its innovative approach to best practices for the contact center industry. BenchmarkPortal hosts the world's largest database of contact center metrics, which is constantly being refreshed with new data. BenchmarkPortal's mission is to provide contact center managers with the tools and information that will help them optimize their efficiency and effectiveness in their customer communications. For more information on BenchmarkPortal please call 1-800-214-8929 or visit [www.BenchmarkPortal.com](http://www.BenchmarkPortal.com)



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