# Blue Cross Blue Shield of Massachusetts Call Center Named a Certified Center of Excellence

**BOSTON — December 2, 2014 —**The Blue Cross Blue Shield of Massachusetts (Blue Cross) Retail Sales and Retention team has been certified as a Center of Excellence by BenchmarkPortal, a leader in call center benchmarking.

Blue Cross' performance was evaluated against best practices for sales call centers from the world's largest database of objective and quantitative data and was evaluated using over 60 measures, including:

- Customer satisfaction
- Cost-per-sale
- Cross-sell ratios

"As a trusted health plan, our goal is to always educate consumers about their health care options and offer the most affordable products in the market," said Timothy O'Brien, Senior Vice President, Sales and Marketing at Blue Cross. "Our Retail Sales and Retention team understands and is passionate about the vital role they have in educating consumers on their options, and ensuring they stay with us for many years as valued customers."

Only 10 percent of call centers who seek certification are deemed a Center of Excellence. The award winning team sells and retains clients in the highly competitive Medicare and Individual markets as well as the small group market. Additionally, the team sells Dental Blue products, Vision & Hearing products, and Geo Blue - Blue Cross' health and accident insurance for international travel.

**About Blue Cross Blue Shield of Massachusetts**
Blue Cross Blue Shield of Massachusetts (www.bluecrossma.com) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are the trusted health plan for more than 31,500 Massachusetts employers and are committed to working with others in a spirit of shared responsibility to make quality health care affordable. Consistent with our corporate promise to always put our 2.8 million members first, we are rated among the nation's best health plans for member satisfaction and quality. Connect with us on Facebook, Twitter, YouTube and LinkedIn.

**About BenchmarkPortal**
BenchmarkPortal's founders pioneered the first contact center benchmarking study in 1995. Now custodian of the largest database of contact center metrics in the world, BenchmarkPortal is a leader in certification, training, consulting and research for the customer contact industry. Its team of professionals has gained international recognition for expertise and innovation in best practices. BenchmarkPortal's mission is to help management optimize the performance of their center in terms of both cost and quality, encourage customer loyalty and build enterprise value. For more information on BenchmarkPortal, call 1-800-214-8929 or visit http://www.BenchmarkPortal.com.

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