



news release

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Experian Honored With Voice Of The Customer Award

Company's implementation of Satmetrix's Net Promoter® Solutions drives results and brings accolades

Costa Mesa, Calif., June 24, 2009 — Experian®, a global information services company, today announced that it has been selected from a pool of 40 nominees as one of three winners of Forrester Research Inc.'s Voice Of The Customer Awards, which recognize initiatives that enable companies to dramatically improve how they collect, interpret and react to customer feedback.

The award, which was presented at the Forrester Customer Experience Forum in New York, recognizes Experian's Credit Services and Decision Analytics group's listening process that measures performance against 11 key loyalty drivers. Since Experian Credit Services and Decision Analytics implemented the program and leveraged Satmetrix in 2005, the group has seen a 17.5 percent increase in its Net Promoter Scores (NPS). In 2009, its average NPS was 27.8 percent, compared with a U.S. business-to-business average of 6.7 percent. The Net Promoter Operating Model enables Experian to listen to the voice of the customer and take action on the feedback to continually improve the customer experience.

In large part, Experian attributes its strong performance to two core accomplishments. Primarily, Experian made a concerted effort to become a strategic partner for its clients by providing counsel on how they could be more successful. To do this, Experian made significant investments in enhancing the sales teams' skill sets and in bringing thought leadership and advisory services into their repertoire. As a result, Experian now sees virtually no gap between customer expectation and the customer experience being delivered.

In addition, Experian implemented a truly customer-centric strategy for managing operational costs during the economic downturn. Like so many other companies, Experian has had to make difficult operational decisions with respect to costs. The insight Experian gained through its Net Promoter business strategy fostered informed cost-cutting decisions that demonstrated to clients a level of stability and customer commitment not evidenced by key competitors.

“Experian illustrates how companies that focus on the customer make more informed decisions and perform better even in challenging economic times,” said Richard Owen, Satmetrix CEO and co-author of *Answering the Ultimate Question*. “We are pleased to be able to work with a client of this caliber and to see their focus on Net Promoter and improving the customer experience achieve industry recognition.”

“At Experian, we value the voice of the customer and have worked for years to ensure that we deliver a truly customer-centric experience,” said Laura DeSoto, Experian’s senior vice president of strategic initiatives. “It is an honor for the entire Experian team to have these efforts recognized in this independent evaluation by Forrester.”

About Experian

Experian is a global leader in providing information, analytical and marketing services to organizations and consumers to help manage the risk and reward of commercial and financial decisions.

Combining its unique information tools and deep understanding of individuals, markets and economies, Experian partners with organizations around the world to establish and strengthen customer relationships and provide their businesses with competitive advantage.

For consumers, Experian delivers critical information that enables them to make financial and purchasing decisions with greater control and confidence. Clients include organizations from financial services, retail and catalog, telecommunications, utilities, media, insurance, automotive, leisure, e-commerce, manufacturing, property and government sectors.

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Experian has corporate headquarters in Dublin, Ireland, and has operational headquarters in Costa Mesa, Calif., and Nottingham, UK. The Group employs approximately 15,000 people in 40 countries worldwide, supporting clients in more than 65 countries around the world. Total Group revenue for the year ended March 31, 2009, was \$3.9 billion.

For more information, visit <http://www.experianplc.com>.

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About Satmetrix

Satmetrix, the Net Promoter Company, delivers customer experience programs that increase retention, repurchase and referrals. We are the only company to combine innovative technology and proven expertise to mobilize your organization to act on customer feedback at every touch point. While most programs focus on measuring satisfaction, Satmetrix focuses on creating loyal customers by delivering real-time customer feedback to every employee, developing business processes that create a differentiated customer experience, and identifying key areas for improvement. Some of Satmetrix global clients include Experian, Orange Business Services, Symantec and Virgin Media. In addition to more than 700 enterprise deployments in 40 languages, we offer a range of services for Net Promoter professionals and maintain the online community netpromoter.com. For more information, visit www.satmetrix.com, or call 1-888-800-2313 in the US or +44 (0) 845-371-1040 in Europe.

For more information, visit <http://www.satmetrix.com>.

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