



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION, CONTACT:

Janet Fitzgerald-Sipe, president

jfitzgerald@serviceconnectionsinc.com

317-634-0124

**NEW INDIANAPOLIS PROGRAM ALLOWS CUSTOMERS
TO RATE SERVICES OF ANY BUSINESS**

(Indianapolis – April 14, 2009) – Customers who have always wanted to let organizations know exactly how they feel regarding customer service now have an opportunity to do so thanks to a new program instituted by Indianapolis-based Service Connections, Inc.

This new program, StarExcellence, allows consumers to rate any business via its website, www.StarExcellence.com, by completing a five-minute survey following a visit to the business. “Consumers can rate any type of business they choose, from gas stations to high-end jewelers to home builders,” states Janet Fitzgerald-Sipe, president, Service Connections, Inc.

Businesses that provide excellent customer service will be awarded Certified StarExcellence Provider Status and will be featured on the website so that consumers can easily find businesses that are committed to and provide excellent customer service.

StarExcellence will also provide consumer ratings to Certified StarExcellence Providers. In addition, the program will provide market research on customers. “The market research will assist companies who participate in the program with their marketing initiatives,” says Sipe.

-30-