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INDIANAPOLIS SERVICE EVALUATION COMPANY CELEBRATES 10-YEAR ANNIVERSARY

(Indianapolis, September 18, 2006)—Service Connections, Inc., a customer service evaluation company based in Indianapolis, is celebrating its 10th year providing the secret to companies' success with independent critiques of their customer service.

Janet Fitzgerald-Sipe, president, established Service Connections, Inc. in 1996 to assist businesses with their growth and maintaining their established customer base. SCI sends independent consultants to gather information on employees' strengths and weaknesses without the employees being aware they are even being evaluated. Commonly known as mystery shopping, the service SCI evaluators perform help companies put their best foot forward to their customer base.

"Knowing how we are performing and how our competition is performing keeps our sales team focused on delivering exceptional customer sales and service. Each report motivates us to make the most of each sales opportunity," says a satisfied client.

Independent consultants are selected to visit a business as a typical customer. Following their visit, the consultant completes a report available online for the client after a thorough editing process.

When SCI began 10 years ago, reports were hand-written and the company had approximately 90 shoppers. Today, reports are completed entirely online by Service Connections' 2,300 shoppers. Today's evaluations can also include hidden audio and video-taped recordings of consultants' visits.

"In today's highly competitive market, excellence in service is imperative to a business' success," says Fitzgerald-Sipe. "We help identify and improve upon every aspect of customer service from initial discovery to ensuring repeat business."

In addition to customer service evaluation, Service Connections, Inc. offers competitive analysis, event analysis, market research, recognition programs, sales analysis and service delivery analysis to companies throughout the Midwest.