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### **New Directions Wins National Call Center Award**

Kansas City, Mo. – May 4, 2015 – New Directions Behavioral Health<sup>®</sup> placed in the Top 50 in BenchmarkPortal’s Top 100 Call Center Award.

The Top 100 competition statistically compares the performance of call centers throughout North America by evaluating their key metrics against industry peers within their size category. Recognition as a Top 50 call center in North America is an honor in the customer service and support industry.

“We have a very busy office with a constant flow of patient calls every day,” said Amy Tibbitts of [Lilac Center](#) in Kansas City. “To give our patients the best care possible, we must answer their questions quickly and accurately. New Directions always goes above and beyond to help us, whether it’s for verification of insurance, benefit and claims inquiries, or preauthorization forms. Time and time again they are responsive and courteous, and that is so refreshing.”

The Top 100 contest submissions are all crosschecked, validated and approved by certified call center experts; the resulting submissions are scored on the basis of quality and cost efficiency. Each center was compared with its own industry, and assigned numerical ratings. New Directions achieved superior results in both financial and qualitative terms and was ranked as a top performer.

“Helping those we serve is our top priority – and that starts with outstanding customer service and support,” said Paula McFall, vice president of New Directions. “I’m especially proud of our call center representatives whose hard work day in and day out is reflected in this award.”

“This award was granted on the basis of objective, metrics-driven performance. New Directions stood tall against its competitors according to the world’s largest database of call center metrics. This is not easy to do, and we congratulate them on their accomplishment,” said Bruce Belfiore, CEO, BenchmarkPortal.

**About New Directions**

One of the fastest growing behavioral health care companies in the nation, New Directions helps people live healthy, balanced lives through behavioral health care services, Employee Assistance Programs (EAPs), organizational consulting and health coaching programs. For more information, [visit ndbh.com](http://visit.ndbh.com).

**About BenchmarkPortal**

BenchmarkPortal's activities began in 1995, and it is now a global leader in the contact center industry, providing benchmarking, certification, training, consulting and research. The BenchmarkPortal team of professionals has gained international recognition for its innovative approach to best practices for contact centers. 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, please call 1-800-214-8929 or visit [BenchmarkPortal.com](http://BenchmarkPortal.com).

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