

March 23, 2016



Synchrony Financial Ranked Leading Financial Services Company in BenchmarkPortal's "Top 100" Large Call Center Awards

Company call centers earn third overall for superior customer satisfaction and operational efficiency

STAMFORD, Conn.--(BUSINESS WIRE)-- Synchrony Financial (NYSE:[SYF](#)), a premier consumer financial services company with 80 years of retail heritage, today announced it is the highest-rated financial services provider in the 2016 "Top 100" Call Center award from [BenchmarkPortal](#), and third overall in the "large center" category.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20160323006483/en/>

Synchrony Financial Ranked Leading Financial Services Company in BenchmarkPortal's "Top 100" Large Call Center Awards. Company call centers earn third overall for superior customer satisfaction and operational efficiency (Photo: Business Wire)

The distinction marks the third consecutive year Synchrony Financial's call centers have been recognized

by BenchmarkPortal, a global leader in the contact center industry. Synchrony Financial has earned BenchmarkPortal's *Customer Service Center of Excellence* certification for the past three years and has also been recognized as a "Top 3 Call Center" in 2014, 2015 and 2016.

The "Top 100" competition compares the performance of contact centers throughout North America by evaluating their key metrics against industry peers. Entries are all cross-checked, validated and approved by certified call center experts, and the resulting submissions are scored on the basis of both quality and cost efficiency.

"The recognition by BenchmarkPortal underscores and validates our continuous efforts to provide the best customer-focused experience possible," said Kurt Grossheim, chief operating officer of Synchrony Financial. "Our company focuses on continually improving the customer experience in ways that are important to them."

The "Top 100" process is based entirely on statistical comparisons to the world's largest and most respected database of call center metrics, and objectively identifies centers who are achieving superior results both in financial and qualitative terms.

Each center was compared from a wide variety of industries and assigned numerical ratings. As a result, Synchrony Financial was determined to be a "Top 100" Call Center in North America.

“Synchrony Financial’s contact center is among the best in its industry,” said Bruce Belfiore, CEO, BenchmarkPortal. “This award was granted on the basis of objective, metrics-driven performance. Synchrony Financial 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.”

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 www.benchmarkportal.com.

About Synchrony Financial

Synchrony Financial (NYSE: [SYF](http://www.nyse.com/quote/nyse:syf)) is one of the nation’s premier consumer financial services companies. Our roots in consumer finance trace back to 1932, and today we are the largest provider of private label credit cards in the United States based on purchase volume and receivables.* We provide a range of credit products through programs we have established with a diverse group of national and regional retailers, local merchants, manufacturers, buying groups, industry associations and healthcare service providers to help generate growth for our partners and offer financial flexibility to our customers. Through our partners’ over 350,000 locations across the United States and Canada, and their websites and mobile applications, we offer our customers a variety of credit products to finance the purchase of goods and services. Synchrony Financial (formerly GE Capital Retail Finance) offers private label and co-branded Dual Card™ credit cards, promotional financing and installment lending, loyalty programs and FDIC-insured savings products through Synchrony Bank. More information can be found at www.synchronyfinancial.com, [facebook.com/SynchronyFinancial](https://www.facebook.com/SynchronyFinancial) and twitter.com/SYFNews.

*Source: The Nilson Report (April, 2015, Issue # 1062) - based on 2014 data.

©2016 Syncfhrony Bank/Synchrony Financial, All rights reserved.

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20160323006483/en/>

Synchrony Financial, 855-791-8007

media.relations@synchronyfinancial.com

or

BenchmarkPortal

Crystal Robertson, Marketing & College Director, 800-214-8929 ex.11

crystal@BenchmarkPortal.com

Source: Synchrony Financial

