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For Immediate Release

Mouser Recognized for World-Class Customer Service Excellence

November 12, 2013 - [Mouser Electronics](http://www.mouser.com), Inc., a leading engineering resource and global distributor of semiconductors and electronic components, today announced that it has received the prestigious [NorthFace ScoreBoard \(NFSB\) Customer Service Excellence Award](#) from Omega Management Group Corp. in recognition of Mouser's excellence in global customer service and support.

Since 2000, the award has been presented annually to companies that, as rated solely by their own customers, exceed expectations in customer satisfaction. Mouser Electronics received a high rating of 4.8 on the 5-point NFSB scale from customer surveys conducted across the globe in 2012, along with a 99% score in customer satisfaction based on overall order experience.

"The NorthFace ScoreBoard Award recognizes organizations who not only offer exemplary customer service, but who also center their existence on a deep commitment to exceeding customer expectations," said John Alexander Maraganis, President and CEO of Omega.

"Customer service is at the core of our mission here at Mouser," said Steve Newland, Mouser's Vice President of Sales & Service. "We work very hard at Mouser to ensure that every customer is happy with every transaction, every day. This honor is especially gratifying since it is based on actual feedback from our own customers."

Omega measures customer satisfaction and loyalty levels on a 5-point scale four times during the year in such categories as technical support, field service, customer service and account management. NorthFace ScoreBoard certified recipients are companies that, based solely on survey responses from their own customers, achieved a 4.0 or above, out of a possible 5.0.

"Due to its unique 'customer-only vote' criteria, the NorthFace ScoreBoard Award has been viewed from its inception as the only objective benchmark for excellence in customer service," Maraganis explained. "Our research indicates that companies that consistently achieve a 4.0 rating or above, which we call the 'Loyalty Zone,' are succeeding in locking in profitable, long-term customer relationships, and this significantly raises the bar on their competitors."

Mouser customer surveys were reviewed, audited and certified by Omega Management Group to be considered for the high distinction. Omega is an expert in customer experience management (CEM) strategy, and helps companies boost revenue and profits by consistently exceeding customer expectations for service quality.

Mouser's Customer Service Excellence Program is woven into the company's corporate culture, where emphasis is placed on the unique role of each employee, working together to help ensure customer satisfaction. For more information, visit <http://www.mouser.com/nfsb-award>.

With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What's Next in advanced technologies. Mouser offers customers 20 global support locations and stocks the world's widest selection of the latest semiconductors and electronic components for the newest design projects. Mouser Electronics' website is updated daily and searches more than 10 million products to locate over 4 million orderable part numbers available for easy online purchase. Mouser.com also houses an industry-first interactive catalog, data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.

About Mouser Electronics

Mouser Electronics, a subsidiary of TTI, Inc., is part of Warren Buffett's Berkshire Hathaway family of companies. Mouser is an award-winning, authorized semiconductor and electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers and buyers. Mouser.com features more than 4 million products online from more than 500 manufacturers. Mouser publishes multiple catalogs per year providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to more than 400,000 customers in 170 countries from its 492,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit <http://www.mouser.com>.

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