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Synchrony Financial Re-Certified as 2015 Customer Service Center of Excellence by BenchmarkPortal

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Recognized for Customer Satisfaction and Operational Efficiency

STAMFORD, Conn.--(BUSINESS WIRE [2])--Synchrony Financial (NYSE:SYF [3]), a premier consumer financial services company with 80 years of retail heritage, today announced it has been re-certified as a 2015 Customer Service Center of Excellence from BenchmarkPortal, LLC [4], a global leader in the contact center industry. Awarded to customer service call centers that rank in the top 10 percent of all call centers audited, the designation applies to all Synchrony Financial call center locations worldwide and specifically cites the business for high customer satisfaction, and other effectiveness and efficiency measures that surpass industry averages.

The re-certification follows initial certification for 2014, and the naming last year of Synchrony Financial as the winner of BenchmarkPortal's "Top 100 Call Centers Contest" in the *Large Center (250+ Agents)* category.

"Earning certification for a second consecutive year truly validates our work in customer service and support," said Kurt Grossheim, chief operating officer of Synchrony Financial. "These awards recognize the important value of the customer-focused experience we bring to our partners and their customers."

BenchmarkPortal audited Synchrony Financial's call center metrics and processes, comparing key performance indicators with best practice data from thousands of contact centers. The rigorous certification process is metrics-driven and assesses call centers against objective and quantitative data for efficiency and effectiveness.

"The certification of Synchrony Financial is a direct result of its leadership's commitment to balancing cost-effective service solutions with best-in-class service performance," said Bruce Belfiore, CEO of BenchmarkPortal. "It is an achievement of distinction."

About BenchmarkPortal

Founded in 1995, BenchmarkPortal is a global leader in the contact center industry, providing benchmarking, certification, training, consulting, research and industry reports. The BenchmarkPortal team of professionals has gained international recognition for its innovative approach to best practices for the contact center industry. 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 on BenchmarkPortal please call 1-800-214-8929 or visit www.BenchmarkPortal.com [5].

About Synchrony Financial

Synchrony Financial (NYSE:SYF [6]), formerly GE Capital Retail Finance, is one of the premier consumer financial services companies in the United States. 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' more than 300,000 locations across the United States, and their websites and mobile applications, we offer our customers a variety of credit products to finance the purchase of goods and services. Our offerings include private label and co-branded credit cards, promotional financing and installment lending, loyalty programs and Optimizer⁺Plus branded FDIC-insured savings products through Synchrony Bank. More information can be found at www.synchronyfinancial.com [7] and twitter.com/SYFNews [8].

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