



The Corrections Innovation Leader

Press Contact: Vinnie Mascarenhas
703-955-3894
vinnie.mascarenhas@gtl.net

GTL Improves Upon Customer Experience by Attaining Net Promoter Certified Associate
Elite Net Promoter Certification underscores GTL's commitment to customer satisfaction

FOR IMMEDIATE RELEASE

Reston, Virginia – June 15, 2016 – Global Tel*Link ([GTL](#)), the leading provider of correctional technology solutions and an innovator in payment services solutions for government, today announced Raymund Ferrer, Product Marketing Manager at GTL, has become a highly regarded Net Promoter Certified Associate through the NPS2 Certification offered by Satmetrix. Mr. Ferrer now joins an elite group of experienced professionals who hold this credential worldwide.

As part of an on-going effort to enhance customer service across its enterprise, GTL has implemented new processes to measure and improve overall customer satisfaction. One component of this endeavor was securing NPS2 Certification for Mr. Ferrer. GTL supported Mr. Ferrer's endeavor to become a Net Promoter Certified Associate as part of a continued commitment toward creating a better overall customer experience.

The purpose behind becoming a Net Promoter Certified Associate is to help organizations improve in the areas of innovation and differentiation. NPS2 Certification provides the skills and knowledge for establishing an entire customer experience program which continuously collects, analyzes, and acts on customer feedback each time a customer interacts with GTL. All of this enables incremental improvements in the top-notch service GTL currently provides and contributes to the company's creation of an entirely frictionless environment for doing business with customers whether they are correctional facilities or friends and family members of inmates.

"GTL has the ability to further improve upon our operational efficiencies and identify areas for strategic changes in how we engage the market, allowing us to truly hear the voice of our valued customers. Mr. Ferrer's certification is geared toward GTL's overall goal to constantly find ways to improve upon our customers' overall experience," said Kirk Vespstad, Marketing Director at GTL. "We are proud of Mr. Ferrer's achievement not only because this is an elite certification, but because it demonstrates our commitment to putting the customer first. We will continue to enable our people and hone our processes to provide the best customer experience in the corrections market."

###

About Global Tel*Link

GTL is the leading provider of integrated correctional technology solutions, delivering financial value, security, and ease of operation to our customers through visionary products and solutions at the forefront of corrections innovation. As a trusted correctional industry leader, GTL provides service to approximately fifty percent of inmates nationwide, including service to 33 state departments of corrections, the District of Columbia, Puerto Rico, and 32 of the largest city/county facilities. GTL is headquartered in Reston, Virginia, with more than 10 regional offices across the country. To find out more about GTL, please visit our website www.gtl.net. You can also view us on [Facebook](#), [Twitter](#) or [LinkedIn](#).

About Net Promoter Certification and Satmetrix:

As a leader in customer experience expertise and co-developer of the Net Promoter methodology, Satmetrix builds market-leading customer experience management software and has provided online and in-person training and certification to more than 1000 companies, including: Disney Company, Symantec, Salesforce.com, Petco, Netgear, Molson Coors, Microsoft, Macys, Liberty Mutual, Lenovo, John Deere, Intuit, NN Group, Fidelity, Experian, eBay, Cisco, Boy Scouts of America, American Express. Today, the Net Promoter Academy features an interactive online learning platform with new courses added regularly, based on the latest Net Promoter methodologies. For information is available at www.satmetrix.com or at www.netpromoter.com.