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## **DIRECTBUY OF SOUTH ORANGE COUNTY RECOGNIZED WITH TOP CUSTOMER SERVICE RATING AWARD**

*DirectBuy showroom in Costa Mesa recognized as top performing center out of 160+ showrooms throughout the United States and Canada*

**Costa Mesa, CA, January 21, 2009-** DirectBuy, the leading members-only showroom and home design center that offers merchandise direct from manufacturers and their authorized suppliers, is proud to announce that franchise owners Mark and Kim Gower recently were the recipients of a prestigious customer service rating award – Top Customer Service Rating Center of the Year.

"We are extremely proud to have received this prestigious award. Helping our members to realize their dreams is remarkably rewarding for us as DirectBuy franchise owners," said Kim Gower. "Working to constantly improve customer service is something our service staff takes very seriously. We strive to elevate the shopping experience for our members while continuing to provide them with tremendous selection and savings."

DirectBuy centers had the opportunity to qualify for Customer Service Rating Center of the Year, by excelling in several key customer service areas during a 12-month qualification period. To earn this award, centers were graded and awarded points to determine their Customer Service Rating based on feedback from actual customers using a survey designed in collaboration with Maritz Research.

Maritz surveyed DirectBuy customers and asked them to rate their experience based on ten different steps in the life of a member – from their initial new member orientation through to their shopping experiences and beyond. The survey was designed in collaboration with DirectBuy franchisees from throughout their network that had attended training with Maritz at The Disney Institute in Orlando, FL and using DirectBuy's Service Theme and Service Standards as a guide. Maritz then translated the survey feedback into a scoring system to determine a customer service rating for each of DirectBuy's 160 locations.

DirectBuy of South Orange County received on-stage recognition at the International Sales & Service Conference, a plaque commemorating their achievement, as well as recognition in BuyLines – the company's network wide newsletter.

Mark and Kim Gower own and operate the 16,000 sq. foot DirectBuy of South Orange County showroom, conveniently located at 3030 Pullman Street in Cost Mesa, CA. DirectBuy offers consumers a comfortable, welcoming setting and design center where they finally have the financial control of buying direct.

"DirectBuy of South Orange County sets itself apart from traditional retailers by providing consumers with a low-cost, 'one-stop shopping' destination where they can furnish, build or renovate their home," said co-owner Mark Gower. "Members enjoy personalized service as they navigate through our extensive selection of brand-name, top-of-the-line merchandise."



DirectBuy of South Orange County offers area residents thousands of items, including kitchen cabinets, flat-screen televisions and major appliances from more than 700 top manufacturers and their authorized suppliers.

To assist members with their home renovation projects, DirectBuy employs interior designers and product specialists who are specially trained in one of five areas of merchandise: Home Furnishing, Home Improvement, Flooring, Accessories, and Entertainment/Outdoor.

DirectBuy members also have access to renowned designer Christopher Lowell. Lowell has designed twelve room settings – created exclusively with products available through DirectBuy – using his Seven Layers of Design. An innovative approach to home décor, The Seven Layers of Design keeps homeowners on budget and from feeling overwhelmed by their project.

### **DirectBuy Membership**

Consumers who are interested in joining DirectBuy of South Orange County are encouraged to attend an exclusive Open House event, which is designed to educate families about DirectBuy's unique business model. The Open House also helps consumers better understand how DirectBuy members avoid traditional retail markup when purchasing brand-name merchandise.

To request a "Free Insider's Guide to Buying Direct" and a Visitor's Pass to learn more about the superior value and benefits of a DirectBuy membership, call 714-656-4949 or visit [www.directbuy.com](http://www.directbuy.com).

### **About DirectBuy**

For more than 37 years, DirectBuy has been showing thousands of consumers unparalleled ways to save as they shop for virtually everything for in and around their homes – from furnishings, home improvement and flooring, to entertainment and outdoor products, accessories and much, much more. With more than 160 locations in North America, DirectBuy offers its members access to approximately 700 brand-name manufacturers and their authorized suppliers in the US, and more than 500 brand-name manufacturers and authorized suppliers in Canada.

Consumers interested in seeing DirectBuy's savings, service and selection up close may obtain a Visitor's Pass to attend an Open House by visiting [www.directbuy.com](http://www.directbuy.com) or [www.directbuycare.com](http://www.directbuycare.com).

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