
Customers Give Neustar High Marks in 2011 NPAC Performance Survey

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STERLING, Va.-- In an independent analysis on customer satisfaction, Neustar , Inc., (NYSE: NSR), the nation's Local Number Portability Administrator (LNPA) received an extraordinary 3.8 score out of 4.0. Neustar's overall score reflects that the vast majority of users reported themselves "extremely satisfied" with Neustar's performance.

"Getting the job done at this level of customer satisfaction is a reflection of the team of people here at Neustar," said Steve Edwards, Neustar's senior vice president, Carrier Services. "This result, with its broad evaluation of all aspects of the LNPA's performance, is recognition by our customers that we meet the test every single day in delivering for them."

The independent analysis was conducted by The Management Network Group, Inc. (TMNG) as part of an annual assessment done for Neustar. The Number Portability Administration Center (NPAC) Performance Feedback Survey covered numerous areas, including expertise, accessibility, and responsiveness of customer service, billing, efficiency and transparency of new service roll-outs, reliability and stability of operations, and overall customer focus. The survey asked respondents to rate various aspects of Neustar's services on a scale of 1 to 4 with 4 meaning "extremely satisfied" and 1 meaning "completely dissatisfied." Neustar's overall score of 3.8 reflects the expertise, dedication and hard work of Neustar's employees who have decades of experience in numbering services. For more information about the People Behind the Technology , visit: www.neustar.biz/thetechnology .

"Our customers' networks rely on the 'always-on' availability of the local number portability infrastructure," Edwards continued. "Keeping in mind the complex, sophisticated, and unique nature of local number portability administration, we are particularly proud that our experience serving the industry in this regard has resulted in such high satisfaction ratings."

The results of this customer satisfaction survey support the recent NPAC economic study published by Dr. Scott E. Masten, Professor of Business Economics and Public Policy at the University of Michigan's Ross School of

Business, which concluded that maintaining a single number portability administrator nationwide provides substantial benefits to support innovation, reliability, and efficiency for the telecommunications industry.

As the LNPA, Neustar runs the NPAC, the national telephone number registry service that enables innovation, competition and consumer choice in the telecommunications market. Neustar assisted the communications industry in implementing wireline number portability in 1997, wireless number portability in 2003, and Voice over Internet Protocol (VoIP) number portability in 2007.