DMS Health Technologies Recognized for "World-Class" Customer Service for the Fourth Consecutive Year

The Associated Press

DMS Health Technologies, a leader in medical device sales and services, is pleased to announce that it has been honored for delivering 'world-class' customer service for the fourth consecutive year as a recipient of Omega Management Group Corp.'s NorthFace ScoreBoard Award(SM). Established in 2000, the NorthFace ScoreBoard Award is the first program in the service industry to recognize organizations who not only offer exemplary service to their customers, but who center their very existence on a deep commitment to consistently exceeding customer expectations. Omega, based in Billerica, Mass., provides Customer Experience Management (CEM) strategy services that help companies increase revenue and profits by maximizing customer satisfaction and loyalty.

As rated by its customers, DMS Health Technologies achieved excellence in customer service throughout 2011 for its diagnostic imaging mobile shared services and interim rentals for MRI, CT, PET/CT, nuclear medicine, digital mammography, cardiac/angio, ultrasound and bone densitometry, and its diagnostic imaging equipment service.

"DMS Health Technologies has always been an organization dedicated to providing best-in-class customer service and it remains at the forefront as a core value," states Paul Wilson, CEO of DMS Health Technologies. "Our organization has put forth an incredible effort to focus on what really matters -- and that is service to our customers. It is incredibly rewarding to see these efforts recognized through our achievement as a customer satisfaction award recipient from Omega. Implemented in 2008, this program has allowed us to intimately engage our customers to provide valuable feedback and continually improve and strengthen customer loyalty."

Omega's methodology 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. The NorthFace ScoreBoard Award recipients are companies who, 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 in 2000 as the only objective benchmark for excellence in customer service," said John Alexander Maraganis, President & CEO of Omega. "Our research indicates that companies who 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."

About DMS Health TechnologiesDMS Health Technologies (www.dmshealthtechnologies.com), a portfolio company of Platinum Equity, specializes in delivering quality products and services to the healthcare industry. DMS Health Technologies is a distributor of Philips Healthcare diagnostic imaging equipment and patient monitoring equipment in the upper Midwest; and sells associated supplies and accessories nationwide. DMS Health Technologies also provides mobile, interim and fixed-site diagnostic imaging solutions (MRI, CT, PET/CT, Nuclear Medicine, Ultrasound, Cardiac/Angio, Bone Densitometry and Digital Mammography) across the United States; and diagnostic imaging equipment service in the upper Midwest.

About Platinum EquityPlatinum Equity (www.platinumequity.com) is a global M&A&O® firm specializing in the merger, acquisition and operation of companies that provide services and solutions to customers in a broad range of business markets, including information technology, telecommunications, logistics, metals services, manufacturing and distribution. Since its founding in 1995 by Tom Gores, Platinum Equity has completed over 130 acquisitions.

Source URL (retrieved on *08/23/2014 - 12:14am*):
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