

Tektronix Receives SSPA STAR Award for Excellence in Service and Support Tektronix Is the Only Test and Measurement Company Receiving Award for Support

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Tektronix, Inc. , a leading worldwide provider of test, measurement and monitoring instrumentation, today announced that it has received a STAR Award from the Service & Support Professionals Association (SSPA), the largest and most influential association for technology service and support professionals. The STAR Awards recognize technology companies that display exceptional leadership, innovation, and commitment to service excellence. Tektronix was the only test and measurement industry firm that received a SSPA STAR Award for service and support delivery.

Awards were presented at the inaugural SSPA Services Leadership Conference in seven major categories, acknowledging excellence in different aspects of service and support delivery. The SSPA STAR Awards have become one of the highest honors in the service and support industry, acknowledging the contribution of companies of all sizes to the continual improvement of service and support delivery industry-wide. The judging committee, comprised of industry executive SSPA Advisory Board members and senior SSPA association executives, evaluated data tabulated on criteria including description of overall support model, the nature and types of assisted support offered, the nature and types of non-assisted support offered, key performance metrics, and customer satisfaction results and methodologies.

"The STAR Awards recognize technology companies who display exceptional leadership, innovation and commitment to service excellence," said Bill Rose, founder and executive director of the SSPA. "The award reflects peer recognition, indicating that Tektronix and the other award recipients are among the very best in the business of providing customer support."

Tektronix won for the category of Complex Support, which is presented to the company that delivers sophisticated technical support for complex applications in mixed or otherwise complex environments, typically engineering and scientific fields. The company deploys senior level technical support representatives with advanced degrees who interface with senior level customers.

"Tektronix has long been known for providing excellent after sales customer support," said Steve Aleshire, Vice President, Customer Service, Tektronix, Inc. "The recognition by the SSPA for a STAR Award -- which have become one of the highest honors in the service and support industry -- reinforces what our customers have long known. Customer service and support is a key priority at Tektronix and we work hard to ensure our customer satisfaction remains high."

About the SSPA

As the industry's foremost professional association, the Service & Support Professionals Association (SSPA) is a key resource for the information and best practices needed to make better business decisions. It brings together the best minds from across the industry spectrum -- from established companies with successful track records to the pioneering newcomers with out-of-the-box ideas. The SSPA also partners with thought leaders like J.D. Power and Associates and the Wharton School of Business to create programs that benefit the industry.

About Tektronix

Tektronix is a leading supplier of test, measurement, and monitoring products, solutions and services for the communications, computer, and semiconductor industries -- as well as military/aerospace, consumer electronics, education and a broad range of other industries worldwide. With 60 years of experience, Tektronix enables its customers to design, build, deploy, and manage next-generation global communications networks, advanced and pervasive technologies. Headquartered in Beaverton, Oregon, Tektronix has operations in 19 countries worldwide. Tektronix' Web address is www.tektronix.com.

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