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NEWS RELEASE

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The Brady Group Rates Deluxe Call Centers As World-Class

St. Paul, Minn.—Deluxe Financial Services today released results of a call center study conducted by The Brady Group, which ranked Deluxe’s call centers among the best in the nation. Deluxe received a composite score of 9.6 out of 10 on all items measured, placing it in the top three percent of all call centers in the United States. Deluxe commissioned The Brady Group, a leading independent call center consulting firm since 1974, to conduct an operational assessment of Deluxe call centers.

The study focused on all aspects of Deluxe’s call centers, including people, process and technologies. Fifteen key call center performance indicators were evaluated. Deluxe tested significantly higher than industry average in the following:

- Forty-six percent better than average call abandonment rate
- Twenty-three percent better than average call time
- Zero blocked calls
- Eighteen percent faster than average call answer time
- Fourteen percent better than average employee attrition rate

“The combination of Deluxe call center associates’ product knowledge and enthusiasm leads to an unparalleled customer experience,” said Chuck Feltz, president of Deluxe Financial Services. “Quick and accurate call handling leads to much greater satisfaction for our financial institution clients and their customers.”

Through the study, The Brady Group found Deluxe to have an excellent work culture and exemplary employee dedication. Deluxe focuses on developing a high quality workforce that is supported through an extensive recruiting, screening and training program.

“Deluxe’s technology and seamless integration of call center services provide world-class service,” said Ed Peretz, president and CEO of The Brady Group. “Deluxe’s ability to understand customer needs, combined with its commitment to quality, allow it to deliver cost-effective and customer-focused products and services, which leads to exceptional customer satisfaction and retention.”

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About Deluxe

Deluxe Financial Services (DFS) is a business unit of Deluxe Corporation (NYSE: DLX). As the world's leading check printer, DFS serves more than 10,000 financial institution clients across the United States. DFS offers the industry's highest quality checks and the broadest selection of licensed-image check designs, filling 80 million consumer check orders each year. In addition to check printing services, DFS provides a variety of eCommerce solutions, helping financial institutions streamline the account opening and check ordering process. DFS is also the supplier of choice for 90 percent of Internet banks, and receives 80 percent of all check orders electronically and through the Internet. More information about Deluxe is available at www.deluxe.com.

About The Brady Group

The Brady Group is the premier independent call center consulting firm in the United States. Since 1974, The Brady Group has served nearly 600 clients in management consulting, technology consulting, project management and continuous improvement. Unlike most traditional consulting firms, The Brady Group has never sold hardware, software or programmers. Since its inception, the company has functioned in the role of a trusted advisor whose unbiased and objective opinions are valued by many of the Fortune 500. www.thebradygroup.com

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