



Crucial.com Receives Shopzilla 2010 Circle of Excellence Award for Outstanding Customer Experiences

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1. *Crucial.com earns the 2010 Shopzilla Circle of Excellence award for providing outstanding customer experiences throughout the year as rated by customers.*
2. *This is the 3rd consecutive year that Crucial.com has earned a Shopzilla Circle of Excellence award.*
3. *Crucial.com is one of only 32 European online merchants to win the award, and one of just 10 from the UK.*

Multimedia Elements:

1. [Current \(real-time\) Shopzilla Ratings for Crucial.com](#)
2. [Shopzilla Press Release Announcing Winners](#)
3. [Crucial Image Gallery](#) (logos, products, etc.)

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Glasgow, UK, February 23, 2011 - [Crucial.com](#), a leading online computer memory upgrade destination, received a coveted Shopzilla 2010 Circle of Excellence Award. The award recognizes online retailers that provided outstanding customer experiences throughout the past one-year period, as rated by their own customers. This prestigious annual award is based on ratings submitted by buying customers immediately after purchase and again after order receipt. The award recognizes the very best online retailers with high customer satisfaction ratings across seven metrics including the shopping experience, order delivery, product, and customer support.

The 2010 Shopzilla Circle of Excellence award was received by only 32 online retailers across Europe. Furthermore, this is the third time that [Crucial.com](#) has won a Circle of Excellence award for its UK online store, and is one of only 10 UK online merchants selected from more than 2,000 retailers to receive the accolade.

"Providing outstanding and excellent customer service has always been a core value at Crucial.com," commented Roddy McLean, marketing director at [Crucial.com](#). "In addition to offering a wide selection of award-winning products, our site offers innovative and easy-to-use online tools to ensure our customers find exactly what they need quickly and effortlessly. Winning this award three years in a row is validation that customers are truly satisfied with their experience."

The Circle of Excellence is awarded to retailers that achieved the highest scores in each of following seven key satisfaction indicators, with [Crucial.com/uk](#) achieving an impressive overall rating of 9.4 out of 10.0:

- Overall satisfaction at the point of sale
- Product selection
- Ease of finding what the customer is looking for
- Repurchase intent after order receipt
- Product met expectations after order receipt
- On-time delivery
- Customer support

The Crucial.com team believes that its comprehensive customer and product support options have earned it consistently high scores year after year. Crucial.com customers receive support before, during, and after their purchase. The [Crucial Memory Advisor™](#) and [Crucial System Scanner](#) online tools help customers find the right memory for their system and offer a 100% compatibility guarantee, and our UK-based customer support call centre is available should users have any questions or problems. Additionally, many Crucial memory products have a limited lifetime warranty and now offer an extended 45-day money back guarantee. Customers can get started by finding a guaranteed-compatible memory upgrade option online at www.crucial.com/uk.

Crucial.com is part of Micron Technology, one of the world's leading providers of advanced semiconductor solutions.

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