



Safelite AutoGlass Engages J.D. Power to Learn More about Vehicle Glass Claims

Study will help insurance companies understand policyholders' decisions about vehicle glass repair or replacement

COLUMBUS, Ohio (Vocus/PRWEB) January 05, 2011 -- Safelite AutoGlass(R) has commissioned J.D. Power and Associates to analyze how insurance customers handle and react to vehicle glass claims based on data from 35,000 glass claims customers. As the research company behind the annual U.S. Auto Claims Satisfaction Study, SM J.D. Power is the natural choice to provide this analysis.

“We strive to be a valuable partner in providing the best experience possible in vehicle glass claims. This study will help insurance companies understand how their policyholders make decisions about vehicle glass repair or replacement and how it affects their view of their insurance of choice,” said Pete Pearson, a senior vice president at Safelite. “Partnering with a trusted research company such as J.D. Power ensures we have the best data and analysis possible.”

Results of the analysis will be released by Safelite AutoGlass in this spring.

About J.D. Power and Associates

Established in 1968, J.D. Power and Associates is a global marketing information firm that conducts independent and unbiased surveys of customer satisfaction, product quality and buyer behavior. Today, the firm's services include industry-wide syndicated studies; proprietary (commissioned) tracking studies; media studies; forecasting; and training services, as well as business operations analyses, and consultancies on customer satisfaction trends. On April 1, 2005, J.D. Power and Associates became a business unit of the McGraw-Hill Companies. For more information, visit JDPower.com.

About Safelite AutoGlass

Safelite AutoGlass, founded in 1947, is the nation's leading provider of vehicle glass repair and replacement services, providing mobile service to more than 95 percent of the U.S. population in all 50 states. The Columbus, Ohio-based company employs nearly 10,000 people across the United States and serves more than 4 million customers each year through its company-owned operations. For more information, visit www.safelite.com.

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