

Model of Excellence Profile – STELLAService			
Company Name:	STELLAService Inc.	ICG#	22492
Address:	75 Broad, Street, Suite 2900, New York, NY 10004		
Product Name:	STELLAService		
URL:	www.stellaservice.com	President Name:	Jordy Leiser, Co-Founder, CEO
Business and Product Overview			
Business Information Framework Classification	<i>Applications Models:</i> Evaluate – Performance Ratings Benchmark – Industry Benchmarks	<i>Business Model:</i> Subscription -- Subscription	
	<i>Content Models:</i> User-Generated -- Survey	<i>Distribution Model</i> Direct Sales -- Captive	
Company Overview	<p>STELLAService helps consumers find businesses with great online customer service, and helps businesses improve their customer service. It provides customer service ratings to companies based on its independent analysis of over 200 customer service metrics and random customer service calls to companies by STELLAService analysts.</p>		
Product/Service Description	<p>STELLAService builds on the well-established concept of the “mystery shopper,” where companies hire third parties to pose as actual customers and record their experiences, and applies it to online shopping. But unlike the mystery shopper model, STELLAService conducts this research independently, allowing it to develop a powerful set of aggregate performance data benchmarks that it offers through its Stella Metrics platform. STELLAService is currently evaluating and measuring thousands of online businesses, the largest of them on a daily basis. It actually buys merchandise online, monitors delivery, tests the company’s customer service with its own analysts and builds a comprehensive database with comparable data to allow subscribing companies to evaluate their own performance, and benchmark themselves against their peers. STELLAService also offers a Stella Seal to outstanding companies as a trustmark they can display on their websites.</p> <p>In short, STELLAService seeks to find and recognize those online retailers that provide stellar service, and to build a database and diagnostics tool that online retailers can subscribe to continually monitor how they stack up and get early warning of where improvement is needed.</p> <p>STELLAService provides a clean, intuitive and powerful tool to retailers focused on an area – customer service – that increasingly drives online success and failure. Its neutral market positioning gives its data insights and trustmark program added weight and value.</p>		
Year Founded:	2009	BizDev Contact:	John Ernserberger, Co-Founder
Employees:	40 (est.)	Main Telephone:	212-366-1483
Profile Date:	7/21/13	Primary Market Served:	44 – Retail Trade
Ownership:	Private	Funding Source:	Venture Capital-Backed
MofE Class:	2013		