

## **Boise Cascade Office Products Launches Industry-Leading Service**

December 10, 2001

### ***New Boise(R) Service Standard Provides Personalized, Proactive Customer Service Experience***

ITASCA, Ill., Dec 10, 2001 /PRNewswire via COMTEX/ -- Boise announced today the introduction of the Boise(R) Service Standard -- a new level of personalized, proactive customer service unmatched by any other office products company. The new Boise Service Standard is part of an ongoing initiative focused on enhancing the level of customer service through advancements in technology and training.

With these advancements, Boise can better anticipate customer needs, provide faster service and help customers streamline their procurement processes and save money. The tools that make the Boise Service Standard possible include customer interaction software, program management tools, online customer service support, centralized, integrated systems and a Personal Identification Number (PIN) for each individual customer.

"Boise associates have always excelled at providing our customers with personalized service," said Chris Milliken, president and chief executive officer at Boise. "With our new capabilities, we can now greet every customer by name, access information on their past interactions with Boise and provide a consistent level of service across all channels instantly."

With the Boise Service Standard, every customer will benefit from Boise's new technologies as follows:

- PIN: Assigned to every individual customer within a company. Allows every customer to be greeted by name, minimizes the need for customers to remember other codes and provides instant access to order information.
- Customer Interaction Software: Provides detailed information on customers' past interactions with Boise. Eliminates the need for customers to repeat information, provides easy access to previous order information and increases "done in one interaction" resolution to questions and requests.
- Program Management Tools: Provides purchasing professionals with tools to better manage their procurement processes. These tools include participation and compliance reports, reviews of requisitioner activity, proactive communications with requisitioners and industry benchmarking reports.
- Online Customer Service Support: Enables real-time, online interaction with customer service through instant messaging, live log-on assistance, Web collaboration/screen sharing and call-back request. Assists customers with online product comparisons to help minimize time-consuming searches.
- Centralized, Integrated Systems: Gives customers seamless access to Boise's full range of products, including office furniture, paper and technology products. Provides customers with up-to-date account information from any Boise contact point, such as customer service.

Boise's new capabilities are a result of a multi-million dollar investment in the company's new customer relationship management (CRM) systems. Boise partnered with leading suppliers and consultants, including Sun Microsystems for systems hardware, Clarify for customer interaction software, Cisco/ICM for computer telephony integration (CTI), e.Piphany for campaign management, KPMG for systems integration and Peppers & Rogers Group for business strategy.

"We will continually find new ways to provide our customers with the most personalized, proactive service available," said Milliken. "We see the Boise Service Standard as one step in an ongoing service initiative."

Boise was awarded Gartner, Inc.'s first CRM Excellence Award on September 12, 2001, at Gartner's annual Customer Relationship Management (CRM) Summit in Orlando, Fla. Boise was selected as the winner from a group of 70 applicants.

#### About Boise Cascade Office Products

Boise Cascade Office Products, a wholly owned subsidiary of Boise Cascade Corporation (NYSE: BCC), is a premier multinational distributor of office and technology products, office furniture, and paper, with annual sales totaling \$3.7 billion. The company, based in Itasca, Ill., has customers ranging in size from the smallest of organizations to multinational corporations. Boise has operations throughout the United States, Australia, New Zealand and Canada, and services customers in Europe through a joint venture with Guilbert S.A. Boise is a leader in business-to-business e-commerce and expects its U.S. online sales to reach an annualized rate of approximately \$800 million in 2001. Boise's address on the Internet is <http://www.bccop.com>

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