



**Media Contact:**

Audra Jacobs  
Bader Rutter & Associates  
Phone: (262) 938-5462  
[ajacobs@bader-rutter.com](mailto:ajacobs@bader-rutter.com)

**SCHNEIDER ELECTRIC NORTH AMERICAN OPERATING DIVISION  
MARKETING EXECUTIVE NAMED CUSTOMER CHAMPION**

*Thomas Insprucker honored by 1to1 Media for customer advocacy efforts*

**PALATINE, III.** — May 5, 2008 — The Schneider Electric North American Operating Division today announced that Thomas Insprucker, marketing executive for the Schneider Electric North American Operating Division, has been recognized by 1to1 Media as a “1to1 Customer Champion” for his commitment to customer advocacy.

Through the 1to1 Customer Champion awards, the media group, which publishes editorial content to help organizations realize the greatest value from their customer base, annually acknowledges leading executives who take the time to understand the needs and expectations of the customer, empower employees to act in the best interest of the customer and incorporate customer requirements into business strategy.

“I am honored to be recognized as a 1to1 Customer Champion and take pride in being in a position that helps drive Schneider Electric’s goal to provide a superior customer experience,” Insprucker said. “Our company’s efforts to embrace a customer satisfaction model have resulted in significant improvements that differentiate Schneider Electric from its competitors in the manufacturing industry.”

By honoring Insprucker as a 1to1 Customer Champion, 1to1 Media is recognizing his involvement in Schneider Electric’s “Total Customer Experience” initiative, which changed the way the company approached quality by focusing on the customer. Insprucker established the initiative’s template, garnered approval from the company’s executive leadership team and introduced the concept to all employees. He also created tools to measure the impact and effectiveness of the initiative, which have showed results that illustrate a significant increase in overall customer satisfaction.

-MORE-

**Schneider Electric  
North American Operating Division**

1415 South Roselle Road  
Palatine, IL 60067-7399  
Tel. (1) 847-397-2600  
Fax (1) 847-925-7271  
[www.us.schneider-electric.com](http://www.us.schneider-electric.com)

“Tom Insprucker’s focus on driving customer-centricity across the organization and his passion to connect Schneider Electric’s executives with its individual customers drives the close relationships that sometimes get lost in the manufacturing industry,” said Ginger Conlon, editor-in-chief, 1to1 Media.

To read about Insprucker and all of the 1to1 Customer Champions honored in *1to1 Magazine*’s May/June 2008 issue, visit [www.1to1media.com](http://www.1to1media.com).

**About Schneider Electric**

Schneider Electric total sales in North America in 2007 were \$6.6 billion (U.S.). These include the sales of the North American Operating Division of Schneider Electric (NAOD), as well as North American sales of other Schneider Electric companies such as APC, TAC, etc. Headquartered in Palatine, Ill., the North American Operating Division markets many of the brands of Schneider Electric to customers in the United States, Canada and Mexico. In the United States, Schneider Electric is best known by its flagship Square D® brand. Schneider Electric, the global specialist in energy management, offers integrated solutions making energy safer, more reliable, efficient and productive in the energy & infrastructure, industry, data centers & networks, buildings and residential markets. With sales of \$23.7 billion in 2007, the company’s 120,000 employees in 102 countries help individuals & organizations make the most of their energy. Visit Schneider Electric on the Internet at:

- Corporate – <http://www.us.schneider-electric.com>
- Telemecanique Products – <http://www.us.telemecanique.com>
- Square D Products – <http://www.us.squared.com>
- Merlin Gerin Products – <http://www.us.merlengerin.com>

###