

**[INSERT COMPANY NAME] receives Feefo’s 10 Years of Excellence Award 2024**

**XX JANUARY 2024**, [INSERT COMPANY NAME] has won Feefo’s very exclusive accolade in customer service – the Feefo 10 Year of Excellence Award. This award is an independent seal of excellence that celebrates businesses which have shown dedication and consistence in customer service - ten years in a row.

The 10 Years of Excellence Award is a very exclusive part of Feefo’s Trusted Service Awards. A host of Feefo’s amazing customers will receive a Trusted Service Award, yet a very select few businesses have been be crowned with the honour of ten years of outstanding service. And we’re one of them.

Feefo established the Trusted Service Awards in 2014 to recognise brands that use the platform to collect verified reviews and receive exceptional feedback from their customers. The awards are unique because they truly reflect a business's dedication to providing outstanding customer service by analysing feedback from real customers.

Working with over 6,500 brands, Feefo is the world's largest provider of verified reviews, helping brands understand customers by analysing verified reviews and providing insight into trends, needs and habits.

Consumer confidence is now at its [highest level since 2021](https://www2.deloitte.com/uk/en/pages/consumer-business/articles/consumer-tracker.html) as living standard show signs of improvement, but consumers remain cautious with their spending. The businesses that stand out will be those who put excellence in their service and weave in a customer advocacy strategy. This award celebrates brands that are delivering standards that go above and beyond.

Feefo present the 10 Years of Excellence Award to businesses which have won a Trusted Service Award ten years in a row. It shows their dedication and commitment to giving customers the best experience they can.

[INSERT SPOKESPERSON NAME, INSERT COMPANY NAME] commented: “We’re over the moon to receive a 10 Years of Excellence Award, showing that we’ve won a Trusted Services Award ten years in a row. It reflects our true dedication to keeping our customers happy. It proves that our staff work to listen to our customers and keep them happy, especially in a climate where purse strings are tight. As we enter 2024, we’ll continue to listen to our customers and deliver what our customers want.”

Congratulating [INSERT COMPANY NAME], **Tony Wheble, CEO at Feefo**, said: “With customers continuing to build resilience in a time of economic uncertainty, we’re delighted to showcase thousands of our clients who are continuing to go above and beyond for each and every customer.”

“The Trusted Service Awards have always been about recognising companies that go way beyond the norm in customer service and in turn receive great feedback from delighted customers.

“A particular congratulations to [INSERT COMPANY NAME] for winning the first ever 10 Years of Excellence Award, by going above and beyond for their customers consistently over ten years. They should be proud of this achievement, and I look forward to seeing them continue to achieve next year and beyond.”

**-ENDS-**

**Notes to Editors**

**About Feefo**

Feefo is a leading global customer reviews and insights platform on a mission to empower its clients to fully understand how their customers experience their product or service.

The Feefo suite of software, combined with its technical solutions expertise, enables its clients to gain a deeper understanding of customer sentiment, behaviour and intent, empowering them with insights to make better business decisions and improve their return on investment. With 96% of customers relying on reviews to purchase, Feefo also creates trust between consumers and businesses by adopting a unique approach to only collect verified reviews from real people.

Please visit: [www.feefo.com](http://www.feefo.com/)

**About [INSERT COMPANY]**