

**[INSERT COMPANY NAME] receives Feefo’s coveted Exceptional Service Badge 2024**

**XX JANUARY 2024**, [INSERT COMPANY NAME] has won one of Feefo’s most exclusive accolades in customer service – the Feefo Exceptional Service badge. This award is an independent seal of excellence that recognises businesses which have shown particular excellence in key customer review areas.

The Exceptional Service badge is part of Feefo’s Trusted Service Awards. A host of Feefo’s best customers will receive a Trusted Service Award, yet just 32 businesses will be crowned with an Exceptional Service badge, making them truly exceptional.

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 presents the Exceptional Service badge to businesses which have:

* Met the criteria to win a Trusted Service Award in 2024
* Achieved the highest average review score in their industry or achieved the largest review score increase over the last 3-year period
* Achieved the highest review reply rate\* in their industry
* Achieved the highest review response rate\* in their industry

[INSERT SPOKESPERSON NAME, INSERT COMPANY NAME] commented: “We’re delighted to receive an Exceptional Service badge from Feefo. Keeping our customers happy is our priority, and it's an honour to be recognised as one of the very best in our sector. The award reflects how hard 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 an Exceptional Service badge, by going above and beyond and proving themselves to be the best in their category. 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]**