

**[INSERT COMPANY NAME] receives Feefo Gold Trusted Service Award 2025**

**XX JANUARY 2025**, [INSERT COMPANY NAME] has won the Feefo Gold Trusted Service Award, an independent seal of excellence, which recognises businesses that consistently deliver a world-class customer experience.

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 has presented Gold Trusted Service Awards to businesses that have collected at least 50 reviews between January 1st 2024 and December 31st 2024, with a Feefo service rating of between 4.5 and 5.

[INSERT SPOKESPERSON NAME, INSERT COMPANY NAME] commented: “We’re so excited to receive a Trusted Service Award from Feefo. Keeping our customers happy is our priority. So, the fact that this award is based on feedback from real customers gives us confidence we are providing an exceptional level of service. 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 2025, we’ll continue to listen to our customers and deliver what our customers want.

**Tony Wheble, CEO at Feefo**, congratulated the winners: “During these economically challenging times, it's inspiring to see companies like [INSERT COMPANY NAME] consistently going above and beyond for their customers. The Trusted Service Awards recognise businesses that don't just meet expectations – they exceed them. These awards celebrate companies that gather genuine feedback and use it to deliver exceptional customer experiences. The dedication shown by this year's winners sets a benchmark for customer service excellence.”

**-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]**