



Independent study hails HomeServe as the UK's most improved company for Customer service

In-depth Institute of Customer Service survey of some of the UK's biggest brands reveals HomeServe is the country's most improved for Customer Satisfaction in the "Services" sector since records began in 2009

HomeServe is the most improved of all companies in "Services" sector since 2014 when Martin Bennett became UK CEO and the only company to have consistently improved since then

Walsall-based home assistance provider HomeServe is leading the way when it comes to improving Customer service, according to a satisfaction survey looking at some of the UK's biggest brands.

The Institute of Customer Service, which has just published the latest bi-annual UK Customer Satisfaction Index (UKCSI), assessed more than 30 measures of Customer experience covering professionalism, quality and efficiency, ease of doing business and timeliness. The Institute's analysis recognises how HomeServe is improving Customer care through its dedication to providing effortless service.

Since 2008, when the Institute began measuring the performance of UK brands' efforts to improve Customer services, HomeServe's performance has leapt higher than any other Services company in the UK – rising some 17.8 points from a score of just 62.1 (out of 100) in January 2009 to 79.9 in January 2017.

HomeServe is recognised as the most improved of all companies in the "Services" sector since 2014, when Martin Bennett took over as CEO, showing how far the company has progressed since receiving a fine from the Financial Conduct Authority (FCA) just before Martin took the helm. HomeServe is the only company to have consistently improved in the study since January 2014 and has jumped by 6.5 points in the last three years alone with its closest competitor, Royal Mail, having a 3.8-point jump since 2014.

HomeServe's satisfaction rating of 79.9 in the latest survey – and increase of some 1.6-point year-on-year – puts the company in the top three UK "Services" companies for Customer satisfaction in 2017, just behind Green Flag (81.9) in first place and Timpson (80.7) in second. The average rating in the "Services" sector this year was 78.2.

The UKCSI is widely regarded as the national measure of Customer satisfaction and results are based on an online survey of thousands of consumers, covering 13 sectors and hundreds of companies, from Amazon to Yodel.

Greg Reed, Chief Marketing Officer, HomeServe, said; "When Martin became CEO, we developed a clear strategy to ensure every Customer would receive effortless service every time, and made sure we communicated this across our business. We put our People first, which means they look after our Customers and the rest takes care of itself – we've developed a culture where every single person is proud to make a difference in our Customers' lives.

"It's really special to see this commitment from everyone at HomeServe being recognised in independent surveys from such a prestigious organisation as the Institute of Customer Service. Ultimately we want to make life easier for our Customers and will continue to build on this achievement."

Jo Causon, Chief Executive, Institute of Customer Service, said; "The importance of the Customer cannot be ignored when it comes to business success. Many organisations have felt the pinch this year with the perfect storm of competition from new entrants to the online arena, fluctuations in exchange rates and rising costs. With the gap decreasing between the highest and lowest performing businesses, a sustained focus on customer satisfaction will be key for business success in 2017. It means that there is everything to play for and UK organisations cannot take their eye of the ball."

The Institute for Customer Service survey includes a range of indicators that reinforce companies' commitment to Customer service and care.

In January 2017, HomeServe was named joint first in the Services sector in terms of handling Customer enquiries, achieving a rating of 8.1 alongside Green Flag.

The study showed that the company's reputation is also on the up among Customers, with The Institute revealing an increase in reputational score from 7.6 in 2016 to 7.7 in 2017. More Customers are also likely to recommend HomeServe than ever before, with independent ratings going from 7.2 in 2016 to 7.5 in 2017.

Customers were also asked if they intended to stay with their current companies or brands and, again, HomeServe saw a positive spike in responses in 2017 with a score of 7.9, compared to 7.8 in 2016.

The Institute of Customer Service is the independent, professional membership body for Customer service. Founded in 1996, and formally incorporated in February 1997, it helps its members improve their Customers' experience and their own business performance.

The UKCSI study rates Customer satisfaction at national, sector and organisational level based on Customers' recent service experiences. The report provides a unique insight into current Customer satisfaction across the UK, as well as trends over time.

The recognition for HomeServe comes following a stellar year of recognition for the company in 2016. Among a number of company accolades, Glassdoor named HomeServe in the top three 'Best Places to Work' in the UK. In January 2017, HomeServe was also named Moneynet's 'Best Home Emergency Cover' for the third consecutive year.

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About HomeServe:

We are one of the UK's leading home assistance providers. For more than 20 years we have made our Customers' lives easier by delivering a range of services, including plumbing, drainage, electrics, heating and much more, through our own nationwide network of HomeServe approved engineers.

Over two million people in the UK have already placed their trust in us and turn to us when it comes to fixing, maintaining and looking after their home.

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