

14 February 2013

ICELAND RANKED IN UK TOP 10 FOR CUSTOMER SATISFACTION

Iceland Foods is delighted to have been recognised in the Institute of Customer Service's latest UK Customer Satisfaction Index (UKCSI), in which it was ranked seventh in the list of the top ten performing organisations in the UK (January 2013).

The UKCSI is the national measure of customer satisfaction. It gauges the quality of UK customer service by surveying 26,000 consumer responses each year.

The top ten performing organisations also include ASOS, John Lewis, Waitrose, First Direct, Amazon, Skoda, The Co-Operative Bank, Volvo and Debenhams.

Overall, the UKCSI was up 0.8 points year on year, to 78.2 out of 100, continuing the upward trend in satisfaction levels across the UK.

The non-food retail sector achieved the greatest increase in customer satisfaction to score 85.2 in January's UKCSI, stretching its lead over other industries.

Food retail was the second-best performing sector (82.1), with services narrowly behind (82). Automotive (81.3), leisure (80.7) and tourism (80.5) also scored highly. The financial services industries scored 78.8 (insurance) and 78.0 (banks).

Malcolm Walker, Chairman & Chief Executive of Iceland Foods, said: *"We are delighted by this further recognition that Iceland offers truly outstanding service to its customers, both in our stores and through our unique home delivery service to our customers' homes. It is no coincidence that last year Iceland was rated the Best Big Company To Work For in the UK. Taking good care of our people plays a critical part in ensuring that they look after our customers really well, which is a key driver of our continuing success."*

Jo Causon, Chief Executive of the Institute of Customer Service, said: *"The top ten performing organisations have clearly put the customer at the heart of the business and recognised service as a key differentiator. In this difficult economic climate, a focus on customer service is crucial, helping to deliver a tangible impact on customer retention, loyalty, and ultimately, the bottom line."*

Ends

Notes to editors

Rank	Organisation	UKCSI score / 100
1	ASOS	92.7
2	John Lewis	92.3
3=	Waitrose	89.9
3=	First Direct	89.9
5	Amazon	89.6
6	Skoda	87.8
7	Iceland	87.0
8	The Co-operative Bank	86.9
9	Volvo	86.4
10	Debenhams	86.2

About Iceland Foods

Iceland is a British food retailer with more than 780 stores throughout the UK, franchised stores in several European countries, and a major export business. It employs 24,000 people and was rated The Best Big Company to Work For in the UK in the 2012 Sunday Times Best Companies list.

For more information about Iceland, please visit www.iceland.co.uk

About UKCSI

The UK Customer Satisfaction Index (UKCSI) is the national measure of customer satisfaction, published by the Institute of Customer Service. The Institute launched the UKCSI in 2007 and publishes it every 6 months.

UKCSI is based on 26,000 consumer responses, across 13 business sectors (Automotive; Finance (banks and building societies); Finance (insurance); Leisure; Public sector (local); Public sector (national); Retail (food); Retail (non-food); Services; Telecommunications; Tourism; Transport; Utilities).

The January 2013 UKCSI combines 13,000 responses from surveys conducted in November and December 2012, with 13,000 responses conducted in June in 2012 in order to give a rounded view of customer satisfaction in the UK.

UKCSI responses are gathered from a geographically and demographically representative sample of UK adults. Data is collected from approximately 160 private sector organisations with a market share sizeable enough to register in the survey, as well as key organisations in local and national public sectors.

Customers are asked to rate organisations on key attributes of customer service including professionalism, quality & efficiency, ease of doing business, problem-solving, timeliness, and the way complaints are handled.

Aspects of each attribute are scored out of 10, and the results weighted according to the priority given to each attribute by customers. The attributes of customer service, and the weighting given to them, are based on the Institute's research, *Customer Priorities: what customers really want*. The results are aggregated to present an overall satisfaction rating out of 100.

The UKCSI has been welcomed by BSI British Standards. It says: "We believe it is an important step in improving customer satisfaction in the UK as well as a useful tool for consumers and business. Customer satisfaction is a key area of standardisation for BSI and our own work in this area potentially assists organisations to improve their position in the index."

For more information about the UKCSI go to: www.ukcsi.com

About the Institute of Customer Service

The Institute of Customer Service is the professional body for customer service delivering tangible benefits to organisations and individuals so that our customers can improve their customers' experience and their own business performance.

The Institute is a membership body with a community of over 400 organisational members – from the private, public and third sectors – and over 3,000 individual memberships.

For more information about the Institute of Customer Service go to: www.instituteofcustomerservice.com

For further information about the Institute of Customer Service:

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