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IT'S SMILES IN THE AISLES AS ICELAND BEATS ALDI AND WAITROSE TO BE NAMED UK'S TOP SUPERMARKET FOR CUSTOMER SERVICE

Iceland is the only supermarket to appear in the top 10 of the latest UK Customer Satisfaction Index, leading the way on trust and customer care

Iceland has topped the customer services charts and beaten its rivals to appear in the top 10 of the latest UK Customer Satisfaction Index (UKCSI), leaving the likes of Morrisons and Tesco searching for their smiles.

The retailer is the only supermarket to grab one of the top spots having climbed an incredible 37 places since this time last year. Both Aldi and Waitrose have topped the UKCSI chart in the past but have seen customer satisfaction slip as Iceland's has soared.

Iceland's success is down to customers having high trust in the brand, scoring it 8.4 (out of 10) for transparency, the supermarket also leads the way for 'caring for customers' receiving an 8.3 rating – whilst Asda and Tesco received 7.8.

The recognition from the UKCSI will come as little surprise as the supermarket continues to deliver impressive and customer-pleasing products and initiatives. Iceland's Luxury range, including Wagyu beef, lobster and Chateaubriand, allows its shoppers to indulge in extravagant products at affordable prices, as well as looking to expand on its vegan offering following the incredible success of the No Bull Burger, introduced earlier this year.

Iceland is winning over hearts across the nation with its strong commitment to eliminating plastic-packaging from its own-label range by 2023, as well as the removal of palm oil from own-brand food by the end of 2018. These environmental initiatives have resonated strongly with their customers leading to the 8.4 rating for transparency. In contrast, the 'big four' received scores of 7.8-7.9.

Sir Malcolm Walker, Founder of Iceland commented: "We're delighted to have been named as one of the top ten companies for customer satisfaction, and of course to have been ranked as the UK's best supermarket in this area.

"The satisfaction of our customers is central to our success and we are passionate about building their trust and giving them the very best experience; from quality of products to in-store experience. To be named the best supermarket for customer satisfaction is testament to the dedication of our staff and I'd like to thank each and every one of them for their contribution."

Jo Causon, Chief Executive of The Institute of Customer Service, commented: "In a highly competitive sector, organisations need to maintain a constant focus on understanding their customers' needs, high standards of employee helpfulness and competence, quality and range of products and competitive pricing. At a time of

dynamic change and intense competition, it is worth remembering that over the last three years the supermarkets who have outperformed the sector average for customer satisfaction have achieved the strongest revenue growth. Maintaining this consistency will be key to building trust and sustainable success for Iceland and other brands in the sector.”

The top 10 supermarkets in the July 2018 UKCSI are as follows:

1. Iceland
2. Waitrose
3. Aldi
4. M&S (food)
5. Lidl
6. Sainsbury's
7. Tesco
8. ASDA
9. Morrisons
10. Co-op (food)

The UKCSI is the national measure of UK customer satisfaction. It rates customer satisfaction at a national, sector and organisational level across 13 sectors – incorporating the views of 10,000 consumers. More than 30 different considerations – such as staff professionalism, quality and efficiency, and complaint handling – are factored into the results. It is published twice a year, in January and July. To find out more, and to download the full UKCSI report, visit: www.instituteofcustomerservice.com/ukcsi

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NOTES TO EDITORS

ABOUT ICELAND

Iceland is recognised as the leader in frozen food with over 900 stores in the UK. The company prides itself on being a convenient and friendly place to do the family's weekly shop, as well as meet everyone's daily top-up shopping needs for fresh, chilled and frozen food and groceries.

Iceland's nationwide online shopping service has been named the UK's best in the 2016, 2017 and 2018 Which? supermarket surveys, and for more than 20 years Iceland has offered a unique, free home delivery service for in-store purchases. Since 1970, Iceland has been proudly demonstrating to shoppers just how the Power of Frozen can deliver an extensive choice of high quality, great-tasting food from fine sources around the world at great value prices.

With the Power of Frozen at its heart, Iceland naturally generates low levels of food waste. The company is also known as a pioneer in removing artificial colours, flavours and non-essential preservatives from its own label products. It has ranked as one of the UK's Best Big Companies to Work For in each of the last 12 years, and was number one in both 2012 and 2014.

In 2018 Iceland committed to becoming the first major retailer, globally, to eliminate plastic packaging from all of its own label products by the end of 2023.

About The Institute of Customer Service

The Institute of Customer Service is the professional body for customer service delivering tangible benefit 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 500 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

About UKCSI

UKCSI (UK Customer Satisfaction Index) is The Institute of Customer Service's national measure of customer satisfaction. It provides insights into the state and direction of customer satisfaction at a national level, across 13 key sectors and for individual organisations. UKCSI was launched by The Institute of Customer Service in 2008. It provides a unique way of measuring the current customer satisfaction of UK customers, as well as trends over time. The July 2017 UKCSI results included in this report are based on 43,500 survey responses. Each response is a completed online questionnaire relating to the customer experience with a specific organisation. These responses are provided by over 10,000 individual customers. The respondents are representative of the UK adult population, according to region, age and gender.