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IT'S SMILES IN THE AISLES AS ICELAND IS NAMED UK'S TOP SUPERMARKET FOR CUSTOMER SATISFACTION FOR THE SECOND TIME RUNNING

- *Iceland beat rivals including Aldi, Lidl, Sainsbury's and Waitrose to be crowned top supermarket for customer service*
- *Sustainability initiatives strike a chord with customers as retailer scores highly on emotional connection and ethics*
- *The Institute of Customer Service results follow a ground-breaking year for the retailer after making industry-leading sustainability commitments and leading the market on product ranges*

Iceland has been voted one of the best companies in the UK for delivering customer satisfaction, according to new figures released by The Institute of Customer Service.

The retailer is the highest ranking supermarket scoring an impressive 83.2, sitting way above the national average of 77.7, across 30 different customer measures. Iceland led the way on customer experience which incorporates metrics around quality and range of products, price and helpfulness of staff.

Iceland's triumph follows a successful 2018, with a particular focus on sustainability and product innovation. January saw the announcement of the retailer's pledge to eliminate single-use plastic across its ownlabel range by 2023, followed by a commitment in April to remove palm oil as an ingredient from all own label products made by the end of 2018 – a commitment it has fulfilled. Iceland's now famous 'banned' Christmas advert, Rang-tan, redefined festive advertising and is now the most viewed UK Christmas advert of all time.

Iceland's sustainability commitments and successes resonated with customers who rewarded the supermarket with an incredible score of 81.7 for its emotional connection and 80.9 for ethics.

The recognition from the UKCSI will come as little surprise as the supermarket continues to deliver quality product ranges and offer its shoppers excellent value. September saw the expansion of Iceland's vegan range with thirteen products joining the award-winning No Bull Burger.

Iceland

The Luxury range continues to impress, allowing customers to indulge with the likes of Luxury Chateaubriand with Red Wine Sauce, Luxury Ultimate Steak Burgers and Luxury Gaucho Sirloin and Rump steaks for a fraction of the cost of competitor equivalents.

Richard Walker, Managing Director of Iceland said: “We’re delighted to have been named as the top supermarket for customer satisfaction for the second year running.

“The satisfaction of our customers is central to our success and we are constantly building on this through competitive pricing, quality and in-store experience. Customer satisfaction is now more important than ever as the market becomes increasingly competitive, but I am proud that we continue to offer our customers the very best experience of any UK supermarket.”

Jo Causon, CEO of The Institute of Customer Service, said: “In today’s complex world, it is vital organisations get the basics right first: efficiency of service, complaint handling and the actual customer experience. On top of this, consumers are placing growing importance on trust, transparency, emotional connection and ethical behaviour. Our research shows there’s a compelling argument for meeting both these types of customer priorities for a profitable business return.”

Companies whose customer satisfaction was at least one point higher than the sector average earned average sales growth of 6.9%, compared to 1.5% for those with lower than average satisfaction; showing a clear ROI on exceptional customer service.

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.