



**PRESS RELEASE**  
**April 2 2008**

**Travel Counsellors' customer service levels among world best**

Travel Counsellors' agents have recorded a world class 92% customer service score during the first quarter of the year (Jan 1- March 31 2008).

The company has implemented the Net Promoter<sup>®</sup> Score system which measures customer loyalty. Two weeks after booking customers are sent via email or post a simple question 'How likely is it that you would recommend your Travel Counsellor to your friends and colleagues?' with the answer scaled from 0 to 10.

So far this year 3,496 replies have been returned, with over 3,000 receiving top scores of 9 or 10 from their customers. In fact Travel Counsellors' ranking is one of the highest in the world and has led to its sales director Malcolm Hingley to be one of the speakers at the forthcoming Net Promoter conference in London from 30 April-1 May 2008.

Malcolm comments; "What our customers say about us is our biggest and most important validation. The fantastic feedback from our customers is a reflection of the excellent customer service that our agents provide and is the reason why we have been voted the UK's 'Best Travel Agent' by readers of the Guardian & Observer newspapers for the past two years."

Counsellors can find out their own personal Net Promoter Score by clicking on a link on their personal web page on the company intranet. They can see the score they have received next to the customer name and booking reference. Once again at the company's annual conference in November the Travel Counsellor with the highest overall score will win a brand new BMW car. At the 2007 conference this was won by Lowestoft-based Dorothy Woolnough.

Says Dorothy; "Monitoring customer service in this way is really useful. It is great to be able to have your own score at your fingertips as it gives you an extra reassurance that you are doing things right for your customers. We are encouraged in so many different ways to go the extra mile for our customers and Travel Counsellors' high score shows that our customers really value the customer service we give them."

The customer service survey is taken from business expert and bestselling author Fred Reichheld's book 'The Ultimate Question'.

John Abrahams is General Manager at Net Promoter Score. He comments; "Travel Counsellors has attained one of the highest levels of customer loyalty I am aware of. The company is a true innovator when it comes to developing and fostering a customer-oriented culture."

**ENDS**

**About Travel Counsellors:** Travel Counsellors PLC is one of the UK's largest independent travel companies with turnover at the end of its last financial year (Oct 31 2007) of £212 million, a 21% increase year on year. Founded in 1994 it currently has over 900 travel consultants who work from home with the support of over 200 staff at the company's head office in Bolton. The company operates in the UK, Ireland, the Netherlands, Germany, South Africa, Australia and the US. In the UK Travel Counsellors places all customer money in a Trust account which guarantees a 100% refund in the event that a supplier collapses. Travel Counsellors was the winner of the prestigious Queen's Award for Enterprise in 2003-2008, the technology category of the 2005 CBI Growing Business Awards and was voted Travel Agent of the Year by readers of the Guardian, Observer and Guardian Unlimited in 2006 & 2007.



**For further information contact:**

Helen Furnivall or Victoria McClung

[www.travelcounsellors.co.uk](http://www.travelcounsellors.co.uk)

Tel: 00 44 1204 536002/ 191

E-mail: [helen.furnivall@travelcounsellors.com](mailto:helen.furnivall@travelcounsellors.com) / [victoria.mcclung@travelcounsellors.com](mailto:victoria.mcclung@travelcounsellors.com)