



PRESS RELEASE

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Customer Service Guru presents BMW to Travel Counsellor David Luscombe

A Travel Counsellor was presented with the keys to a brand new BMW at the final conference session before the company's gala event as a reward for his dedication to providing excellent customer service, having achieved the best customer service score in the company

Winner David Luscombe consistently received an impressive 100% score from his customers and received a standing ovation when his name was announced as the top scoring agent within the company. The award was presented by American business expert and customer service guru Fred Reichheld, who originally introduced the world renowned Net Promoter[®] Score as a measure of customer loyalty. He attended the conference and gave a presentation to delegates following Travel Counsellors achieving a world beating score of over 90% since it introduced the system last year to measure customer satisfaction, far outpacing Net Promoter Scores reported for other businesses, including travel agencies. This year an impressive 472 Travel Counsellors have achieved 100% scores in the survey.

"I am over the moon to have won this fantastic award," says David who received the most amount of top scores from his customers throughout the whole company of over 1,000 agents. "I have always liked to think I give all my customers a genuine and friendly service and winning this in my 10th year as a Travel Counsellor really helps to reinforce this for me and has to be the high point of not only my career with the company, but of my whole working life! I have also been totally overwhelmed with the amazing warmth that all of my fellow Travel Counsellors, many of whom I have never met before, have shown to me. It really reflects the true family ethos of friendship and camaraderie within the company. I just can't wait to take the BMW for a spin now!"

The survey was taken from Fred Reichheld's bestselling book 'The Ultimate Question'. Travel Counsellors' customers were asked the 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. Since it launched last year Travel Counsellors has received over 30,000 completed questionnaires, with nearly 29,000 receiving top scores of 9 or 10 from their customers. This single question survey method, now part of Travel Counsellors' culture, has been embraced by Nike, Nokia, Shell, Dell and United Airlines.

Fred Reichheld comments; "Travel Counsellors has the highest Net Promoter Score I have ever seen and I think it really reflects the dedication and professionalism of the company's agents in providing a unique and exceptional level of service, building invaluable relationships with their customers and ensuring these customers stay loyal to them. Having attended the conference I have witnessed first hand the special ethos of friendship and camaraderie between everyone and this obviously extends to each and every one of the company's customers. I would like to congratulate David Luscombe - his score was fantastic and he should be very proud."

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About Travel Counsellors: Travel Counsellors is the world's largest home-based travel company with turnover at the end of its last financial year (Oct 31 2008) of £245 million, a 16% increase year on year. Founded in 1994 it currently has over 1,000 travel consultants who work from home with the support of over 240 staff at the company's UK headquarters in Bolton and overseas offices. The company operates in the UK, Ireland, the Netherlands, Germany, South Africa, Australia, Canada 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.



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