



PRESS RELEASE
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Travel Counsellors works with customer service guru to spread the word on customer loyalty

Travel Counsellors has been praised by a world renowned customer service guru after continuing to achieve a world beating score in customer satisfaction.

Business expert and bestselling author Fred Reichheld, who has spent his career studying companies that earn superior loyalty among their customers and employees, has commended the company after it adopted his system of measuring customer loyalty. Fred's book 'The Ultimate Question' introduced the Net Promoter Score, which is based on asking customers one question - how likely is it that they would recommend the company to their friends and colleagues. It has since been implemented by companies worldwide including Apple, ebay, Nike, Four Seasons, Harley Davidson and leading warehouse retailer Costco.

Since introducing the system into the business two years ago Travel Counsellors has constantly achieved a world beating score of over 90%, far outpacing other companies who use NPS to measure their own customer loyalty and satisfaction. As a result Fred has appeared at conferences worldwide, including Travel Counsellors' own annual conference in Marbella last year, talking about the company's exceptional score and the fact that that companies who embrace a culture of loyalty enjoy customers buying again and again, trying new products, giving referrals and providing constructive feedback. Fred has now announced that Travel Counsellors will play a major role within his next book on the topic.

Fred, who has been called "the high priest" of loyalty by The Economist Magazine, comments; "Very few organisations in the world have done as effective a job at building relationships worthy of loyalty as Travel Counsellors. Their commitment to achieving world-class Net Promoter Scores from their customers has so impressed me that they will certainly be one of the case studies featured in my upcoming books and articles."

Travel Counsellors will also be speaking at a number of up and coming events on customer loyalty as well as various interviews on the subject. This includes Chairman David Speakman attending an NPS Loyalty Forum scheduled for September in Denmark to talk about how the company's business model and core values enable its agents to provide the highest levels of customer service so that their customers come back to them time and time again.

He comments; "We have implemented what we refer to as a 'system of success'. We provide our agents with all the support, tools and training they need so that they can focus entirely on their customers and build invaluable relationships with each and every one of them. We wanted to measure the success of this so introduced the NPS system, and the results speak for themselves. It is a formula that works and is the reason why we continue to buck the economic trend. I am honoured to be working with Fred in order to emphasise to other companies the importance of customer loyalty, which we believe should be the core foundation for every business."

Travel Counsellors now has over 1,000 agents worldwide, all of whom build their businesses on customer referral and recommendation. The company's sales reached £245million for the financial year ended October 31 2008, with sales 5% up throughout the month of July.

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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 200 staff at the company's UK headquarters in Bolton and overseas offices. The company operates in the UK, Ireland, the Netherlands, South Africa, Australia, Canada and the US. In the UK, the Travel Counsellors Trust financially protects everything booked by the customer free of charge. 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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