

# TAB receives Feefo Platinum Trusted Service Award 2023

## News

18.01.23

TAB has won the Feefo Platinum Trusted Service Award, an independent seal of excellence, which recognises businesses that consistently deliver a world-class customer experience.

Feefo established the Trusted Service Awards in 2014 to recognise brands that use the platform to collect verified reviews and receive exceptional feedback from their customers. The awards are unique because they truly reflect a business's dedication to providing outstanding customer service by analysing feedback from real customers.

Working with over 6,000 brands, Feefo is the world's largest provider of verified reviews, helping brands understand customers by analysing verified reviews and providing insight into trends, needs and habits.

With consumer confidence at [near historic lows](#) due to rising inflation, as well as research from the Institute of Customer Service revealing that complaints rose to [17.3% in the second half of 2022](#), this award celebrates brands that are successfully navigating tough market conditions to deliver exceptional service.

Feefo has presented Platinum Trusted Service Awards to businesses that have achieved Gold standard for three consecutive years. To receive a Gold Trusted Service Award, businesses must have collected at least 50 reviews with a Feefo service rating of between 4.5 and 4.9 between 1st January 2022 and 31st December 2022.

At TAB, our values of trust and transparency are always at the forefront of what we do. Receiving a Platinum Trusted Service Award from Feefo demonstrates that those values are being noticed and appreciated by our customers. The fact this award is based on feedback from real customers gives us confidence we are providing an exceptional level of service. The award also recognises how our staff have responded to the recent challenges both in the industry and in the wider world. We will continue the year as we started, delivering for our customers and exemplifying our values.

**Duncan Kreeger, founder and CEO**

This year has been a difficult one for so many businesses. I'm delighted to recognise thousands of our clients that have overcome various challenges to provide such high levels of customer service and satisfaction. The Trusted Service Awards have always been about recognising companies that go way beyond the norm in customer service and in turn receive great feedback from delighted customers. A particular congratulations to TAB for winning a Platinum Trusted Service Award by providing great customer service consistently over a number of years. I look forward to seeing them continue to achieve next year and beyond.

**Tony Wheble, CEO at Feefo**

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