British Seniors Wins Gold With 99 Percent Satisfaction Rating

Thursday 5 February, 2015

British Seniors Insurance Agency is delighted to announce that we have been awarded the Feefo Trusted Merchant Gold Award for outstanding customer service. We are absolutely thrilled to receive this accreditation and even more excited by the 5-star rating in satisfaction and service that our customers have given us.

Feefo's feedback process is recognized world-wide and ensures that all our reviews are genuine and verified, with only British Seniors customers being invited to participate in the survey. Happily, our customers scored British Seniors Insurance Agency a near-perfect 99 percent rating.

Gavin Donnelly, Managing Director with Neilson Financial Services, said, "I am just over the moon knowing that we have delivered a 99 percent satisfaction rate to our customers. The teams have worked tirelessly to build a phenomenal relationship with our customers centred on delivering exceptional value and dedicated service. The Feefo Gold rating is a testimony to the professionalism and commitment of our service representatives. I am exceptionally proud of our team and not at all surprised that their hard work has paid off".

One customer in particular echoed Gavin's words - "I made a point at the end of the call to thank the customer service rep for her professionalism and very courteous service. We also spoke to her line manager and reiterated this. Amina was the lady we dealt with. Having spent 35 years working in customer service industries for large corporate companies, Amina is one of the nicest, most courteous and professional people we have dealt with. She is a credit to your company".

Feefo's recognition honours British Seniors' belief that our personal approach to customer service is the right one. When dealing with the very private matters of health, illness and the arrangements that come with death, we understand our customers don't want to feel like they are talking to strangers. Creating a welcoming atmosphere is key to letting our customers know that they are in good hands with us.

Ultimately British Seniors goal is to have 100% customer satisfaction, and Feefo's feedback engine provides us with the insight we need to make sure we get there. The Feefo Gold Award and the recognition of our customers is a humbling reminder that we are moving in the right direction. Thank you to all of our loyal customers for helping us get there.

About:

British Seniors Insurance Agency® is a trading name of Neilson Financial Services Limited which is authorised and regulated by the Financial Conduct Authority and entered on the Financial Services register www.fsa.gov.uk/register/ under reference 594926. Neilson Financial Services Limited. Registered in England and Wales. Number 07986483. Registered Office: Landmark Place, Windsor Road, Slough, Berkshire SL1 1JL. All products are arranged by British Seniors Insurance Agency and issued, underwritten and administered by Scottish Friendly Assurance Society Limited which is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority under reference 110002, with permission to effect and carry out contracts of insurance.

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E. marketing@neilsonfs.com
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