

Scottish Antique and Arts Centre receives Feefo Platinum Trusted Service Award 2024

16th January 2024, The Scottish Antique and Arts Centre, 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 6,500 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.

Consumer confidence is now at its [highest level since 2021](#) as living standards show signs of improvement, but consumers remain cautious with their spending. The businesses that stand out will be those who put excellence in their service and weave in a customer advocacy strategy. This award celebrates brands that are delivering standards that go above and beyond.

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 2023 and 31st December 2023.

Martin Webster, E-Commerce Manager, commented: "We're so excited to receive a Platinum Trusted Service Award from Feefo. Keeping our customers happy is our priority. So, the fact that this award is based on feedback from real customers gives us confidence we are providing an exceptional level of service. The award reflects how hard our staff work to listen to our customers and keep them happy, especially in a climate where purse strings are tight. As we enter 2024, we'll continue to listen to our customers and deliver the service they deserve"

Congratulating **The Scottish Antique and Arts Centre** on winning this year's award, **Tony Wheble, CEO at Feefo**, said: "With customers continuing to build resilience in a time of economic uncertainty, we're delighted to showcase thousands of our clients who are continuing to go above and beyond for each and every customer.

"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 The Scottish Antique and Arts Centre, a small independent company who excel in Customer Service, for winning a Platinum Trusted Service Award by consistently exceeding their customer's expectations over a number of years. I look forward to seeing them continue to achieve next year and beyond."

About Feefo

Feefo is a leading global customer reviews and insights platform on a mission to empower its clients to fully understand how their customers experience their product or service.

The Feefo suite of software, combined with its technical solutions expertise, enables its clients to gain a deeper understanding of customer sentiment, behaviour and intent, empowering them with insights to make better business decisions and improve their return on investment. With 96% of customers relying on reviews to purchase, Feefo also creates trust between consumers and businesses by adopting a unique approach to only collect verified reviews from real people.