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RAC top for Customer Service

RAC has once again topped the chart for customer service amongst breakdown service providers in the UK and is the top-named organisation within the 'Services' sector.

The UK Customer Satisfaction Index (UKCSI), from the Institute of Customer Service, is a national measure of customer service that takes place every six months. The Institute asked 26,000 adults how well companies and organisations performed in key areas including professionalism, quality and efficiency, ease of doing business, problem solving and timeliness.

RAC achieved a higher score than any other breakdown provider and joins the

elite group of customer-focussed organisations with a customer satisfaction score over 80%.

Angela Seymour-Jackson, RAC's CEO, said: "I'm delighted – to be named the top breakdown provider in four out of the last five surveys is a fantastic achievement, and demonstrates our ability to consistently offer an outstanding service to our customers.

"Not only are we seen as the best in the breakdown industry, but also one of the top customer service organisations in the UK.

"RAC are absolutely committed to delivering excellent service to our members when they need us most, and we recognise that every journey is important. The UKCSI also reinforces the drive our colleagues have to be the best customer service professionals in the industry."

Ends

Notes to editors

For further information about the UKCSI, please visit www.ukcsi.com

About RAC

With around seven million customers, RAC is one of the UK's most progressive motoring organisations, providing services for both private and business motorists. Whether it's roadside assistance, insurance, vehicle inspections and checks, legal services or up-to-the-minute traffic and travel information - RAC is able to meet drivers needs.

RAC is committed to providing the very highest levels of service to its customers and ranked first for customer satisfaction by J.D. Power and Associates' UK Roadside Assistance Study 2006 to 2009. RAC was also the top-named breakdown organisation in the July 2009, January 2010, July 2010 and July 2011 half-yearly UK Customer Satisfaction Index from the Institute of Customer Service.

RAC was awarded a Which? Best Buy for Breakdown Cover in August 2010,

and RAC Insurance has also been awarded the Best Overall Vehicle Insurance Provider 2010/11 by themoneypages.com.

Follow us on twitter: www.twitter.com/RAC_Breakdown.

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About the Institute of Customer Service

The Institute of Customer Service is the professional body for customer service delivering tangible benefit to organisations and individuals so that our customers can improve their customers' experience and their own business performance.

The Institute is a membership body with a community of more than 300 organisational members - from the private, public and third sectors - and over 6,000 individual memberships.

For more information about the Institute of Customer Service go to: www.instituteofcustomerservice.com

Contacts



RAC Press Office

Press Contact

press.office@rac.co.uk

Emails monitored during normal office hours. For breakdown queries, call 0330 159 0740

ISDN number on request