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EURONICS ACHIEVES FIVE STAR RATINGS IN WHICH MAGAZINE? SURVEY

Euronics members have once again been recognised for their outstanding customer service by Which? Magazine, the highly respected, independent voice of the consumer. Following an extensive survey of retailers selling technology and home appliances, Euronics achieved five-star ratings in three categories for staff knowledge and helpfulness, delivery and its COVID-19 Policies.

Which? surveyed thousands of shoppers to find out where to buy tech and appliances. In September 2021, the team surveyed 11,632 people, 4,161 Which? Connect Panellists and 7,471 members of the UK public about their online and in-store shopping experiences over the previous six months. Its extensive study put Euronics in second place overall with a score of 85%. This customer score is based on a combination of customer satisfaction and likelihood to recommend the retailer.

According to the magazine, 'Euronics got five stars for a few measures related to home appliances, including staff helpfulness and knowledge, which 96% rated positively.¹ Nine in 10 (91%) shoppers were positive about the product quality when buying a home appliance, and 85% said the same regarding product range and availability.'

"This latest survey from Which? Magazine proves what we already know, the Euronics difference is its people. It shows how important it is for retailers to give consumers high levels of service, support and expertise and how much that is valued. Our local, independent retailers are superb at that and to be recognised by Which? Magazine is a great achievement. Our stores are at the heart of their communities and they have a huge role to play in helping consumers make the best-informed buying decisions they can on home appliances," said Steve Scogings, Chairman of Combined Independent Holdings (CIH)

Combined Independents (Holdings) Ltd (CIH) is an electrical buying group, part of Euronics, Europe's largest electrical buying group, which operates in over 30 countries with an annual turnover of €19 billion. With around 500 members and approximately 1000 stores across the UK and Ireland, CIH provides a range of services and benefits to support each independent electrical retailer, as well as

exclusive ranges that the members' customers are unable to find anywhere else on the high street, or internet. More information at www.euronics.co.uk.

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385 words

Editor's notes:

¹ pp36 'The Best & Worst Tech and Home Stores', *Which? Magazine*, December 2021

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