



Press Release

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French savoir-faire & British customer care: why Brittany Ferries is top transport company

Brittany Ferries is proud to have been named best transport company for customer service by the Institute of Customer Service (ICS). The organisation publishes a comprehensive customer satisfaction index every six months. And in its latest research, Brittany Ferries finished top in a category of 34 transport companies, ahead of British Airways, Virgin Trains, P&O Ferries and Eurotunnel.

"I would like to congratulate all teams on board and on shore for this excellent news," said Joëlle Croc, group director of sales and customer experience for the company. "It reflects the service delivered by crews on board and the quality of the customer experience enjoyed by travellers on every crossing. But it's also an endorsement of British sales, holiday, customer relations and port teams who play a crucial role in supporting passengers before, during and after their crossing. It's truly an Anglo-French team effort."

Brittany Ferries is, of course, more than just a transport company. It is a leading supplier of sail-and-stay holidays to France, UK, Spain and Ireland, revealing beautiful destinations for travellers. The company has therefore compared itself with other companies listed by the ICS in the tourism sector. In this category too the company would have figured near the top of the list. Its score of 81.4 would have seen it take joint-fourth position.

The institute says that its research confirms customers' most important priorities are product/service reliability and quality, employee competence, attitude and helpfulness. Furthermore, it points to a range of *emotional and relationship needs* which it says are strongly linked to overall satisfaction. These include feeling reassured, expectations consistently being met, promises being kept, trust and a company's perceived reputation.

ICS press release – and report available for download here:

<https://www.instituteofcustomerservice.com/media-centre/press-releases/article/first-direct-takes-top-spot-for-uk-customer-satisfaction>

Ends.

About Brittany Ferries

In 1967 a farmer from Finistère in Brittany, Alexis Gourvennec, succeeded in bringing together a variety of organisations from the region to embark on an ambitious project: the aim was to open up the region, to improve its infrastructure and to enrich its people by turning to traditional partners such as Ireland and the UK.

In 1972 BAI (Brittany-England-Ireland) was born. The first cross-Channel link was inaugurated in January 1973, when a converted Israeli tank-carrier called Kerisnel left the port of Roscoff for Plymouth carrying trucks loaded with Breton vegetables such as cauliflowers and artichokes. The story therefore begins on 2 January 1973, 24 hours after Great Britain's entry into the Common Market (EEC). From these humble beginnings however Brittany Ferries as the company was re-named quickly opened up to passenger transport, then became a tour operator.

Today, Brittany Ferries has established itself as the national leader in French maritime transport: an atypical leader, under private ownership, still owned by a Breton agricultural cooperative. Eighty five percent of the company's passengers are British. Around 210,000 freight units are carried each year.

Key figures:

- Turnover: Approximately €450m per year
- Employment - Between 2,400 and 3,200 employees (including 1,700 seafarers), depending on the season. 360 in the UK.
- Passengers: Between 2.5 and 2.7 million each year travelling in approximately 900,000 cars
- Freight: 210,000 units transported annually, and one freight-only route linking Bilbao and Poole
- Eleven ships operating services that connect France, the United Kingdom, Ireland and Spain
- Eleven ports in total: Bilbao, Santander, Portsmouth, Poole, Plymouth, Cork, Caen, Cherbourg, Le Havre, Saint-Malo, Roscoff
- Tourism in Europe: 14.5 million nights generated in Europe including 9.4 million in France

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