

Zen again named Which? Recommended Provider after topping consumer poll

Submitted by: Zen Internet Ltd

Friday, 6 October 2017

Zen Internet has retained its Which? Recommended Provider status for Broadband after increasing its lead at the top of the consumer organisation's customer satisfaction table.

In an article to accompany the findings, Which? singled out Zen's helpful service and technical support for particular praise, and revealed that 92% of the Zen customers surveyed would recommend its service to friends and family.

Zen scored an overall satisfaction rating of 85% in the poll of 1,700 telecoms customers, nine points ahead of its nearest rival. The 'Big Four' providers again performed poorly, with BT, Sky and TalkTalk rated lowest of all the providers in the Which? rankings.

Andrew Fryatt, Zen's managing director for residential and small business, said: "Being named a Which? Recommended provider for the 12th time really is an exceptional achievement by everyone at Zen. We work hard to serve our customers in the best possible way, and we will continue to strive to be the number one provider in the industry."

Zen is one of only two ISPs to be awarded coveted Which? Recommended Provider status and achieved full marks (five stars) in more categories than any other company. Zen was given top marks for ease of contacting, customer service and technical support, and four-star ratings (equal to or above any other provider) for speed and reliability. This is the 12th time in total Zen has held Which? Recommended Provider status.

Andrew added: "We're delighted, but we won't be resting on our laurels. We will be continuing to work as hard as possible to make sure we meet and surpass the expectations of our customers."

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For more information contact Hugh Wilson hugh.wilson@zeninternet.co.uk 01706 902000