

HSE24 Once Again Achieves First Place Among Germany's Customer Champions

Ismaning, May 9, 2018 – HSE24, the Ismaning-based omnichannel retailer, has been rewarded with first place among Germany's Customer Champions for the fourth time in succession. Among companies with 500 to 4,999 employees, HSE24 impressed the judges in all categories. The company achieved "best practice" scores in various areas including long-term customer relations and prices/conditions. HSE24 also scored outstandingly for its reliability, overall image and the friendliness of its employees. And with a score of 92 out of 100, the company once again achieved an above-average rating for its "emotional customer retention." A total of 69% of HSE24's customers described themselves as loyal fans who would not only actively recommend the home shopping company to other people, but also continue to happily shop there time and time again. The cross-sector competition for outstanding customer management was launched in 2008 by the market research and consulting company 2HMforum. (formerly forum!) in cooperation with the German Quality Association (Deutsche Gesellschaft für Qualität e.V., DGQ) and the F.A.Z.-Institut.

"We focus on appealing to the emotions of our customers by offering exclusive products, entertaining storytelling and first-class service across all channels," says Vicky Giourga, Executive Vice President Customer Experience, Supply Chain & Studio Operations and member of the Executive Board of HSE24. "We are delighted to have again achieved first place among Germany's Customer Champions, an accolade that vindicates our concept of long-term customer relations."

At the winner's conference, too, which was held prior to the prize-giving ceremony on May 8, 2018 in Mainz, Vicky Giourga talked about customer centricity at HSE24. The event at the Atrium Hotel was attended by more than 150 high-caliber guests from business, politics and academia. Together with Vicky Giourga, Renè Liendl – Head of Quality Management – and Uwe Richter – Senior Vice President Customer Experience – accept the award for HSE24.

About HSE24

HSE24 is one of the leading names in modern, omnichannel home shopping. The innovative retail company keeps up to date on the latest trends with its channel brands HSE24, HSE24 Extra, HSE24 Trend and its online shop. Its interactive TV, online and mobile platforms are systematically networked and it also offers extensive smartphone, smartTV and tablet applications. The HSE24 lifestyle brand provides its customers with an emotional and individual shopping experience throughout all channels, 24/7. Each year, the inspiring range features more than 20,000 products – most of them exclusive – in the segments fashion, jewelry, beauty, wellness and home & living. Countless awards testify to HSE24's outstanding service. HSE24 has about 900 employees at the central in Ismaning. In addition, more than 2,300 people work for HSE24 at call centers and logistic partner companies.

For more information about the market research and consulting company forum! see <http://www.forum-mainz.de/>

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