HSE24 wins the German Fairness Award

Winner in the Non-Specialized Online Shop category

Customer opinions confirm that HSE24 provides a fair service: The mail-order company has garnered the German Fairness Award in the Non-Specialized Online Shop category. The non-monetary prize is based on an extensive consumer survey looking at transparent prices and product features, reliable service and the delivery of promised services. HSE24 outshone 12 other companies in the survey.

This year, for the first time, the Fairness Award is being presented by the German Institute for Service Quality and the news channel n-tv in a total of 31 different sectors. When conducting the consumer survey, which was designed to address a representative cross-section of the population, the Institute gathered over 40,000 opinions on roughly 350 companies. The survey was based on three criteria: value for money, reliability and transparency.

“Our receipt of the German Fairness Award, and hence of countless positive consumer opinions, is both an acknowledgement and an incentive for us,” said Richard Reitzner, CEO of HSE24 “The satisfaction of our customers is our most valuable asset – and one we do our utmost to safeguard. Needless to say, this also involves adapting to the needs of customers and offering them a multimedia shopping experience. We achieve this by networking our TV, online and mobile platforms.”

The award was presented on October 7 at a gala dinner in Bertelsmann's Representative Office in Berlin.