

DIE WELT newspaper names Beurer Service Champion 2019

Ulm, 23 October 2019 – DIE WELT newspaper, the Goethe University Frankfurt and the company ServiceValue GmbH have named the Ulm-based health specialist Beurer as the “Service Champion 2019” in the area of electric devices for the health sector. The industry leaders were determined by means of a customer survey in Germany’s largest service ranking. Beurer received a Service Experience Score (SES) of 69.2 percent; direct industry competitors were compared in the process.

DIE WELT and ServiceValue GmbH – having been involved with the topic of service quality of German companies from the perspective of customers for many years – determine the internal winners. For the 2019 results, 3,530 companies from 353 industries and a total of 1.7 million customer ratings were taken account in the evaluation. During the evaluation, the “Service Experience Score” (SES) – which rates the customer service experienced – is decisive. It is a percentage value similar to as is used in political polling. In this process, consumers are asked two questions which relate to a purchase from a brand and the associated customer service.

“We’re delighted that our customers have selected us as number one – this assessment is wonderful feedback on our daily work and validates our customer and service-oriented mindset,” explains Günther Wels, Head of Service Centre at Beurer GmbH.

About ServiceValue

ServiceValue GmbH is an analysis and consulting firm from Cologne; it specialises in relationship management between companies and claimants. Using scientifically based methods, ServiceValue measures and explains the connection between the customer, employee or partner and company, and determines the economic effects on the company.

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About Beurer

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today the long-standing company leads the way in several product fields in this segment; the company is the market leader in Europe in the area of flexible heating and the market leader in Germany for blood pressure monitors and massage products. Beurer is also one of the leading European suppliers of personal scales. This portfolio is constantly being developed further in all areas and offers products for use at home. It includes personal scales, kitchen scales, luggage scales, air cleaners, air dehumidifiers, air washers, thermo hygrometers, aroma diffusers, blood pressure monitors, blood glucose monitors, mobile ECG devices, hearing amplifiers, pulse oximeters, nebulisers, clinical thermometers, a sleep sensor, wake-up lights, a snore stopper, brightlights, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fasciae massage, compression leg therapy), a relaxing aid, hair removal devices (classic, IPL, laser), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors, manicure/pedicure sets, a BabyCare line, basal thermometers, activity sensors, an activity watch and heart rate monitors. USB ports and *Bluetooth*[®] enable an increasing number of Connect products to connect to the growing Beurer app world and/or software. The family-run company operates a global distribution network in more than 100 countries and currently has a workforce of around 1000. Further information is available at www.beurer.com.