

THE CUSTOMER HEROES

TOP 50 CUSTOMER HEROES

Discover the Top 50 companies renowned for their exceptional customer service. These industry leaders prioritise customer satisfaction, setting the gold standard for excellence in delivering unparalleled support and personalised experiences.

50. JOOS

Joos is a powerful charging solution providing portable power banks so users can keep connected on the go.

SUPERPOWER: BUILDING THE INFRASTRUCTURE TO KEEP YOU CHARGED, SAFE AND CONNECTED

49. BIKMO

Bikmo exists to protect all riders, their rides, and the world in which we ride. They remove the barriers that prevent them from riding freely, meaning more riders – the world over – riding more.

SUPERPOWER: PROTECTING THE WORLDS' RIDERS AND THE PLACES WE RIDE

48. NOT ON THE HIGH STREET

Not On The High Street are the home of epic gifts and small business magic. They help customers celebrate all of life's big and small moments - from birthdays to bad hair days - with thousands of inspiring gift ideas.

SUPERPOWER: MAKING SMALL BUSINESSES THE FUTURE

47. HEIGHTS

Heights was founded to help people do more of what they want by investing in braincare: the simple act of looking after your brain—no buzzwords, no fluff.

SUPERPOWER: REIMAGINING HEALTH AND WELLNESS, INFORMED BY THE 5 BRAINCARE BEHAVIOURS

46. FREETRADE

Freetrade brings simple, commission-free investing to everyone through a beautifully designed, intuitive mobile app. They make it simple to put your money to work in the companies you believe in.

SUPERPOWER: MAKING INVESTMENT SIMPLER AND MORE AFFORDABLE

45. JOHN LEWIS

John Lewis is a renowned British department store retailer. They strive to be a better way of doing business.

SUPERPOWER: SEEKS TO MAKE A POSITIVE DIFFERENCE TO THE LIVES OF EVERYONE

44. VISTAPRINT

Vistaprint helps small business owners create expertly designed, up-to-date custom marketing – the assortment of products they need to look and feel professional, prepared and plugged in.

SUPERPOWER: HELPING SMALL BUSINESSES SUCCEED, TOGETHER

43. MISSOMA

Missoma are on a mission to make beautiful high-quality pieces for everyone, however they shine. Every piece they create is handcrafted, responsibly sourced, and designed in-house at their studios in Notting Hill, London.

SUPERPOWER: INSPIRING CONFIDENCE AND CHAMPION SELF-EXPRESSION

42. LOAF

Loaf make laid-back furniture for people to really kick off their shoes and lead happier, more relaxed lives. They are champions of serious quality and good old-fashioned craftsmanship.

SUPERPOWER: HELPING PEOPLE LEAD HAPPIER, MORE RELAXED LIVES AND CONTEMPLATION WITH ITS DESIGN

41. FLIPDISH

Flipdish helps any restaurant or takeaway anywhere build their brand and grow their business with our online ordering system.

SUPERPOWER: HELPING FOOD BUSINESSES THRIVE IN TODAY'S WORLD OF ONLINE ORDERING, THE WEB AND THE SMARTPHONE.



40. RAYLO

Raylo's technology platform enables the lease-and-reuse of consumer goods, which makes them more sustainable, accessible and affordable.

SUPERPOWER: ACCELERATING THE TRANSITION TO A CIRCULAR ECONOMY



39. HANDSHQ

Built for the specific needs of high-risk work, HandsHQ empowers the workforce and safety teams to work in collaboration to create high-quality RAMS that people actually read.

SUPERPOWER: MAKING HEALTH AND SAFETY ACCESSIBLE TO THE ENTIRE WORKFORCE BY USING THE LATEST TECHNOLOGY



38. GIFFGAFF

Giffgaff is a UK mobile network operator that puts the power back in our members' hands, with flexible plans for all.

SUPERPOWER: GRABBING HOLD OF CHANGE AND CONSTANTLY MAKING THINGS GOOD



37. QVC

QVC showcase unique, game-changing products and providing exceptional customer service, across our digital and on-air platforms.

SUPERPOWER: ENRICHING LIFE'S EVERYDAY MOMENTS THROUGH THE EXPERIENCES THEY CREATE, THE CONNECTIONS THEY MAKE, AND THE PRODUCTS THEY CURATE



36. AO

AO are the UK's most trusted electricals retailer where around 3,000 AOers work tirelessly to amaze their customers day in, day out with their famous AO service.

SUPERPOWER: MAKING CUSTOMERS' LIVES EASIER BY HELPING THEM BRILLIANTLY



35. FIRST DIRECT

First Direct are the bank that changed what being a bank means - they're not over there, on the high street, we're right here, on your mobile or laptop. have always been at the forefront of delivering amazing customer service alongside innovative ideas.

SUPERPOWER: EMPOWER CAREGIVERS AND ENHANCE SENIORS' QUALITY OF LIFE



34. ABSOLUTE COLLAGEN

Absolute Collagen is all about championing absolute possibility at any age. They are the original collagen specialists, they know just how important collagen is.

SUPERPOWER: INSPIRING AND EMPOWERING OTHERS IN THE MOST AUTHENTIC WAY.



33. RELATIVE INSIGHT

Relative Insight provides a scalable solution for analysing survey open-ends, customer reviews, social media conversations and transcripts.

SUPERPOWER: MODERNISING MARKET RESEARCH AND CUSTOMER UNDERSTANDING



32. ZILCH

Zilch's mission is to become the best way to pay for anything, anywhere and say goodbye to credit costs for everyone.

SUPERPOWER: CREATING THE WORLD'S MOST EMPOWERING WAY TO PAY



31. MAJESTIC

Majestic are UK's largest specialist wine retailer and the UK's only national omni-channel retailer specialising in wines, beers, and spirits.

SUPERPOWER: HELPING CUSTOMERS DISCOVER WINES, BEERS AND SPIRITS THAT THEY LOVE.





30. STARLING BANK

Starling Bank are a leading digital bank on a mission to disrupt the banking industry. We've built an app with smart money management tools to help our customers live a healthier financial life.

SUPERPOWER: CHANGING BANKING FOR GOOD



29. PATCHWORK HEALTH

Patchwork is reinventing the delivery of care through purpose-built workforce technology built by, and with, healthcare professionals.

SUPERPOWER: HELPING MANAGERS AND CLINICIANS FINALLY ACHIEVE EFFECTIVE AND SUSTAINABLE STAFFING



28. LUCKY SAINT

Lucky Saint is the UK's biggest dedicated Alcohol Free beer brand. They aim to redefine expectations of alcohol-free beer.

SUPERPOWER: REWARDING ALL THOSE WHO AREN'T DRINKING WITH THE BEER THEY DESERVE



27. DAYE

Daye exists to raise the standards of women's healthcare by creating sustainable, category-defining products and services that bridge the gender gap in research and innovation.

SUPERPOWER: CREATING INNOVATIVE PRODUCTS AND SERVICES AND BREAKING DOWN TABOOS



26. TRUSTEDHOUSESITTERS

TrustedHousesitters connect a community of home and pet owners with sitters to solve a common two-sided problem - pet care and cost effective travel.

SUPERPOWER: DISRUPTING BOTH THE PET CARE AND TRAVEL INDUSTRIES



25. HUMAANS

Humaans are building a new kind of employee management platform designed to help People Ops, Finance, and IT teams operate collaboratively

SUPERPOWER: MAKING HR SOFTWARE DELIGHTFUL



24. OHME

Ohme is on a mission to speed up the global transition to clean energy by providing affordable and easy-to-use smart charging technology for drivers around the world.

SUPERPOWER: ALLOWING CONSUMERS, BUSINESSES AND ENERGY SUPPLIERS TO WORK TOGETHER TO SUPPORT THE GLOBAL TRANSITION TO RENEWABLES.



23. MONZO

Monzo is a mobile banking app for money management, budgeting, and saving. They're focused on solving problems, rather than selling financial products.

SUPERPOWER: MAKING MONEY WORK FOR EVERYONE



22. HERTILITY HEALTH

Hertility is a women's health company built by women, for women. They provide expert advice, education and access to care - all from the comfort of your home.

SUPERPOWER: SHAPING THE FUTURE OF REPRODUCTIVE HEALTHCARE



21. RADICALLY DIGITAL

Radically Digital provides digital consulting, business consulting, product design, and software engineering services to help companies build digital products faster.

SUPERPOWER: EMPOWERING BUSINESSES WITH FUTURE-READY TECH



20. PLUM GUIDE

Plum Guide is the world's leading curated home collection; they are a platform that meticulously curates extraordinary homes worldwide on an unprecedented scale.

SUPERPOWER: CURATING THE WORLD'S BEST RENTAL HOMES



19. BEAUTY PIE

Beauty Pie are world's first luxury beauty and wellness buyers' club. They strip out the middlemen and the ridiculous retailer markups, so you can shop our world-class skincare, makeup, fragrances and more without paying traditional luxury prices

SUPERPOWER: CREATING AND SOURCING A COLLECTION OF THE MOST INNOVATIVE AND HIGH-PERFORMANCE PRODUCTS IN THE BEAUTY AND WELLNESS WORLD



18. VENUESCANNER

VenueScanner help organisers find and book unique, affordable venues. Whatever your event or venue requirement, VenueScanner can help.

SUPERPOWER: BUILDING A COMMUNITY OF THE BEST VENUES AROUND THE WORLD



17. TOGETHER

Together are the UK's most trusted event platform with thousands of bookable suppliers, we specialise in corporate events, parties, festivals and weddings.

SUPERPOWER: HELPING PEOPLE MAKE AMAZING MEMORIES ON SOME OF THE BIGGEST AND BEST DAYS OF THEIR LIVES



16. NEAR ST

NearSt are a retail tech startup on a mission to get people back into high street shops. Their technology shows online shoppers what's in local stores by making the products in those stores visible in places like Google and Facebook.

SUPERPOWER: TURNING ONLINE SHOPPERS INTO IN-STORE CUSTOMERS WITH THE WORLD'S LEADING LOCAL MARKETING SOLUTIONS



15. ZOPA BANK

Zopa Bank combines their tech know-how with money expertise to build loans, credit cards and savings solutions with the customer's needs at their heart.

SUPERPOWER: CREATING SIMPLE, FAIR AND HONEST FINANCIAL PRODUCTS THAT HAVE THE CUSTOMER'S NEEDS AT THEIR HEART



14. METOMIC

Metomic's data security software integrates instantly with your SaaS apps to help you detect, protect and secure sensitive data hiding in your SaaS apps.

SUPERPOWER: PROTECTING SENSITIVE DATA FROM SECURITY, PRIVACY, AND COMPLIANCE RISKS IN SAAS APPLICATIONS



13. MONEYBOX

Moneybox is an award-winning app helping more than 1 million people turn their money into something greater. They have brought saving, investing, home-buying, and retirement services together into one simple app.

SUPERPOWER: HELPING PEOPLE TURN THEIR MONEY INTO SOMETHING GREATER



12. DEBT FREE ADVICE

Debt Free Advice are a coalition of charities led by Toynbee Hall and funded by the Money and Pensions Service. They provide free, expert advice to individuals with problem debt.

SUPERPOWER: MOVING STIGMA ASSOCIATED WITH DEBT THROUGH A TRULY ACCESSIBLE AND A SOLUTIONS-FOCUSED SERVICE



11. BLOOM & WILD

Bloom & Wild makes sending and receiving flowers the joy that it should be, by harnessing technology, brand and letterbox delivery.

SUPERPOWER: HELPING YOU CARE WILDLY



10. OCTOPUS ENERGY

Octopus Energy is a global energy and technology group, driving the affordable, green energy system of the future. Their business is built on outrageously good customer service.

SUPERPOWER: MAKING ENERGY FAIR, CLEAN, AND SIMPLE FOR ALL USING TECHNOLOGY.



9. ONE YEAR NO BEER

One Year No Beer's sole purpose is to support people who want to change their relationship with alcohol. We provide challenges, coaching programmes, courses and support to anyone who's ready to kickstart their alcohol-related journey.

SUPERPOWER: HELPING AND GUIDING YOU TO A BETTER WAY OF LIVING.



8. MOO

MOO make it simple to create beautiful, expertly crafted business stationery and promotional materials that'll help you start conversations, open doors and strengthen relationships.

SUPERPOWER: HELPING BRING BRANDS TO LIFE



7. YONDER

Yonder are creating a world where financial services are fair and conscious, and the stress of debt is eliminated for everyone.

SUPERPOWER: BUILDING THE FINANCIAL MEMBERSHIP OF THE FUTURE



6. EDUME

eduMe is a mobile-based training platform for the frontline workforce, used by modern companies in more than 60 countries worldwide.

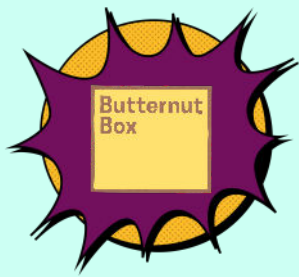
SUPERPOWER: GIVE EVERYONE THE OPPORTUNITY TO BE SUCCESSFUL AT WORK.



5. INCIDENT.IO

incident.io are making a meaningful difference in the way teams of all shapes and sizes manage incidents, and providing little bits of delight every step of the way.

SUPERPOWER: CHAOS-CALMING INCIDENT MANAGEMENT THROUGH SLACK



4. BUTTERNUT BOX

Butternut Box put the food back into dog food. We believe dogs deserve to eat the healthiest, most natural and tastiest food with none of the nasties. That's why we make freshly prepared dog food. Cooked like you would at home.

SUPERPOWER: DELIVER HEALTH AND HAPPINESS TO DOGS AND THEIR HUMANS ALL OVER THE WORLD



3. NAPO

Napo is an exciting and rapidly expanding Insurtech company dedicated to revolutionising the pet insurance industry.

SUPERPOWER: CREATE INNOVATIVE AND TRANSPARENT PRODUCTS THAT ENSURE EVERY PET PARENT CAN KEEP THEIR FURRY FRIENDS HAPPY AND HEALTHY



2. LAKA

Laka exists to rewrite the rules of insurance so it's something people stand with, not against. They're building a collective that gets stronger as it grows, covering each other as we fight against the broken and archaic in the pursuit of better.

SUPERPOWER: CHANGING HOW PEOPLE VIEW INSURANCE



WINNER - CUSTOMER HEROES 2024



1. MANUAL

Manual is on a mission to become the go-to global platform for men's health. We provide men with easy access to advice, free medical support and the treatment choices they need to help them make proactive decisions about their wellbeing.

SUPERPOWER: EMPOWERING MEN WITH ALL THE INFORMATION AND CHOICES THEY NEED TO PROACTIVELY OWN THEIR WELLBEING

