

SquareTrade Scoops Gold Award For Excellent Customer Service

Top protection-plan provider awarded gold standard for excellent customer service by The Extended Warranty Comparison website

[5th February 2014] SquareTrade, the #1 rated protection plan provider, today announces it has taken the top spot for outstanding customer service. Based on 11,000 customer reviews from TrustPilot.co.uk's independent review site, SquareTrade beat more than 20 companies. Known for its transparent, straight-forward, fairly priced plans, SquareTrade is rapidly changing how customers feel about extended warranties.

Chris Heffer, founder of The Extended Warranty Awards comments: 'Excellent customer service is not the first thing that comes to peoples minds with extended warranties. We believe that the companies who rise above their peers deserve to be recognised. All extended warranty companies are not created equally. We are keen to show the world that a small elite are doing great things to change the reputation the industry has.'

Kevin Gillan, MD of SquareTrade Europe comments: 'We put our customers at the heart of our business and in everything we do, so we're thrilled to be recognised for our excellent customer service. Hats off to Mr. Heffer and team for giving voice to how customers really feel about their warranty experiences. We look forward to continuing to delight customers and helping them protect the devices that have become so important in their lives.'

About SquareTrade:

SquareTrade protects mobile devices, laptops and tablets, and other consumer electronics and appliances from malfunctions, accidental damage and life's frequent mishaps. Unlike old-fashioned warranties, SquareTrade is designed for today's consumer and uses innovative technology to deliver a zero hassle claims process. You can find SquareTrade at Tesco stores, or for more information, go to www.squaretrade.co.uk.

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Notes to Editors:

About SquareTrade:



SquareTrade is the #1 rated protection plan trusted by millions of happy customers for its fast and exceptional service. SquareTrade protects mobile devices, laptops and tablets, and other consumer electronics and appliances from malfunctions, accidental damage and life's frequent mishaps. Unlike old-fashioned warranties, SquareTrade is designed for today's consumer and uses innovative technology to deliver a zero hassle claims process. SquareTrade has more than 200,000 fans on Facebook, consistently wins industry awards and receives thousands of 5-star reviews for its customer service. Top retailers around the world offer SquareTrade, achieving a 200% increase in sales on average and happier customers. SquareTrade's rapid transformation of the warranty industry attracted one of the largest private capital raises in 2012, with a \$238 million round led by Bain Capital and Bain Capital Ventures. Headquartered in San Francisco and London, SquareTrade is privately held. For more information, go to www.squaretrade.com.