



Exceptional Service

2025



Jan 31, 2025 10:22 GMT

Fred. Olsen Cruise Lines wins Feefo's Exceptional Trusted Service Award

Fred. Olsen Cruise Lines has been awarded one of Feefo's most exclusive accolades in customer service – the Feefo Exceptional Service Award, in recognition of their service excellence.

Feefo's Exceptional Service Award is a prestigious recognition awarded to just 32 businesses that have demonstrated outstanding excellence in customer service, with Fred. Olsen being the only cruise line to receive this honour.

As the world's largest provider of verified reviews, Feefo works with over 6,500 brands, with the Exceptional Service Badge reserved for companies achieve exceptional results in their industry.

This accolade, part of Feefo's Trusted Service Awards, celebrates those who consistently deliver above-and-beyond standards, as reflected in verified customer reviews and celebrates brands that prioritise service excellence and actively engage with their customers.



Doug Glenwright, Guest Experience Director at Fred. Olsen Cruise Lines, said:

“Being recognised with the Exceptional Trusted Service Award is truly an honour. It reflects our unwavering dedication to making our guests’ experiences a priority. Every day, we focus on delivering the highest quality service across all aspects of our business, both shipside and shoreside to our guests, and this recognition validates that effort.

“The travel industry may be fast-paced, but our commitment to service excellence remains steadfast. We understand that our guests trust us to deliver not just a cruise, but a once-in-a-lifetime experience.

“Our success comes from staying true to our core values - putting people at the heart of everything we do, fostering a culture of hospitality, and continually refining our services.

‘When guests take the time to share their positive experiences, it reinforces that we’re doing something right. It’s a real testament to the efforts of our

entire team.

“Feefo has been an invaluable partner in helping us stay connected with our guests. Feefo’s platform not only allows us to gather meaningful insights but also gives us the opportunity to showcase reviews directly on our website, adding credibility and transparency to the service we provide.”

Tony Wheble, CEO at Feefo, congratulated the winners:

“During these economically challenging times, it’s inspiring to see companies like Fred. Olsen Cruise Lines consistently going above and beyond for their customers. The Trusted Service Awards recognise businesses that don’t just meet expectations – they exceed them.

“These awards celebrate companies that gather genuine feedback and use it to deliver exceptional customer experiences. The dedication shown by this year’s winners sets a benchmark for customer service excellence.”

This award follows on from Fred. Olsen Cruise Lines being awarded Feefo’s Gold Trusted Service Award in 2024, in recognition of 93% of reviews being four or five star rated.

For further information on Fred. Olsen Cruise Lines visit the website at www.fredolsencruises.com Book online, call Reservations on 0800 0355 215 (Monday to Friday 8.30am to 6pm, Saturday 9am to 5pm, Sunday 10am to 4pm), or contact your ABTA travel agent

Contacts



Ellis Orchard

Press Contact

Public Relations Manager

Public Relations

ellis.orchard@fredolsen.co.uk

07557672265



Georgina May

Press Contact

Public Relations Executive

Public Relations

georgina.may@fredolsen.co.uk