

• PRESS OFFICE •

Issue Date: 17th August 2009

Helphire Group plc delivers customer satisfaction

Being involved in a road traffic accident, especially when you are not considered to be at fault, can be a stressful and upsetting time, but customer feedback analysis by Helphire Group plc shows that its services continue to soften the blow through the quality of their customers' experience.

Despite having an overall Customer Satisfaction Index score averaging 96% over the last 12 months, Helphire Group plc have still been making feedback calls to their customers as part of their continuous improvement process, and the results have been very pleasing.

With comments including *"Efficient, helpful, courteous service at every stage;"* *"From start to finish we have been more than satisfied; it's very refreshing to have a kind, friendly voice on the phone rather than a machine"* and *"Top notch service; your service is the best I have ever used,"* the process has shown that not only is the overall customer experience very positive, with customers picking out the helpfulness and politeness of staff for praise, but also that key aspects of the service, including how quickly customers were placed in replacement vehicles, and the clarity with which the process was explained, are making a difference at what can be a very difficult time.

Alan Gilbert, Group Technical Director commented:

"These findings back up what we as a Group have been confident of for a long time; not only that we have excellent staff throughout our businesses who show real empathy for our customers and a passion for customer service excellence, but also that our service is key to making the aftermath of non-fault accidents as efficient and stress free as possible.

The fact that every customer Helphire spoke to stated they would recommend our service to others speaks volumes, and is a big recognition of the hard work and commitment of all our staff"

- Ends -



For further information or to find out more about the themes discussed in this release, please contact:

James Wiltshire – Group Communications, Helphire Group plc

T: 01225 304589

E: jwiltshire@helphire.co.uk

Gayatri Barua-Howe – Group Communications, Helphire Group plc

T: 01225 321175

M: 07814 416091

E: gbarua-howe@helphire.co.uk

About Helphire Group plc

Helphire Group plc is the market leader in the provision of accident management assistance to drivers involved in road accidents that were not their fault. Working with the UK's top insurance companies, its services include provision of like for like replacement vehicles, financing of vehicle repairs, legal expenses and the management of personal accident claims.

Helphire was founded in 1992 and floated on the London Stock Exchange in 1997. With a staff of over 2,600 and a fleet of over 17,000 vehicles to meet its customer requirements, the award winning Group is headquartered in Bath. Operating under the UK Accident Management and Legal Services divisions, the Company has five call centre sites and a national network of 30 branches.