

6th November 2013

Denplan's customer service acknowledged among best in the UK

Denplan is celebrating after scooping a hat-trick of recognitions at the Top 50 Companies for Customer Service awards ceremony in London. Denplan won awards for the "Best in Service Provider" and "Best Extra Small Centre" and came second in the "Best Calls" category, with a score of 95.85% - Denplan's highest ever score.

These national awards, run by the International Customer Management Institute (ICMI), come after months of intense judging led by mystery shoppers and following a year that saw Denplan's Customer Advisors take around 170,000 calls, process 3,000 items of post and respond to 12,000 emails.

Neil Warren, Director of Customer Services at Denplan commented: "These awards are a real testament to the hard work and dedication of our customer services teams here at Denplan. As a company we really value the great customer service we offer and to be recognised among so many big players in the UK is something we're very proud of."

Richard Foord, Denplan's Customer Service Manager, added: "Taking part in the Top 50 Call Centres for Customer Service programme has allowed us to understand how our customers view us, making sure we're on the path to achieving our aim of 'getting it right first time'. The results are a fantastic motivation for all of us, the benchmarking and operational tools give us a valuable insight into our customer service offerings and how we can continually build and improve as an organisation. I am so proud of the whole team and we will strive to always improve on our results."

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Notes to Editors:

About Top 50

The Top 50 Companies for Customer Service initiative is the UK's largest mystery shopping benchmarking programme, run in partnership with GfK Mystery Shopping, one of the UK's leading independent market research organisations. Its goal is to help companies to measure themselves on what the general public thinks a great customer service experience.

About Denplan

Denplan Limited is the UK's leading dental payment plan specialist owned by Simplyhealth; with more than 6,500 member dentists nationwide caring for approximately 1.7 million Denplan registered patients. Established in 1986 by two dentists who pioneered the concept of dental payment plans, Denplan has been at the heart of dental care for over 25 years. Today, Denplan has a wide range of dental plans for adults and children, enabling patients to spread the cost of their private dental care through a fixed monthly fee. Denplan supports regular attendance and preventive care, reducing the need for clinical intervention and helping patients to maintain healthy teeth and gums for life. Patient enquiries telephone: 0800 401 402 Dentist enquiries telephone: 0800 328 3223

www.denplan.co.uk

- Denplan Care: all routine and restorative care + worldwide dental injury and dental emergency cover
- Denplan Essentials: routine care only + worldwide dental injury and dental emergency cover
- Plans for Children: routine and other agreed care + worldwide dental injury and dental emergency cover
- Membership Plan: registered with the dentist + worldwide dental injury and dental emergency cover
- Denplan Emergency: worldwide dental injury and dental emergency cover only
- Denplan Enhance: interest-free patient loans of £250 – £25,000 for dental treatment
- Company Dental Plans: company funded, voluntary and flexible benefit schemes

Denplan also provides a range of professional services for its member dentists and their practice teams, including the Denplan Quality Programme, Denplan Excel Accreditation Programme and Denplan Training. Plus regulatory advice, business and marketing consultancy services and networking opportunities.

For more information about Denplan:

Mia Habens

Denplan Press Office

Tel: 01962 827 931

Pressoffice@denplan.co.uk

About Simplyhealth

- Simplyhealth became its own brand in 2009 after bringing together HSA, BCWA, LHF, HealthSure, Totally Active, its family of health companies
- Simplyhealth has been providing healthcare solutions for 140 years, and is dedicated to serving its customers and patients through a variety of cash plans, dental plans, private medical insurance, self funded health plans and mobility and living aids
- Simplyhealth is a trading name of Simplyhealth Access, which is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and Prudential Regulation Authority
- Simplyhealth as it stands today, now covers nearly four million people with health plans (more than any other company) and helps 20,000 companies with their employees' health
- Simplyhealth is committed to making a positive impact on its communities. Each year, it donates over £1 million to health related charities and causes

For further information: newsroom.simplyhealth.co.uk