

# Valet firm cleans up at customer service awards



**QUALITY SERVICE:** The Car Spa has built a strong car valeting business in just five years, with a passion for customer service and quality

**T**HE Car Spa, a valeting, vehicle wrapping and general vehicle maintenance company from Birmingham, has claimed Gold in the 2011 National Swift Awards. An award scheme which recognises the best local businesses for their fast and effective customer service. This follows three months of regional heats throughout Britain to determine regional winners and therefore the eight finalists for the National Swift Award 2011.

The Car Spa, specialising in car upgrade and maintenance services, originally won a regional Swift Award in 2010 and has continued to gain recognition and recommendations for its exemplary customer service. Having built a strong business in just five years, its staff, services and online offering were just a few of the factors which impressed the judging panel which presented the Birmingham business with the National Gold Prize.

Owner, Geoff Penstone, said, "It's amazing to be recognised at a

regional as well as national level for something so important to businesses of all sizes. We have a passion for customer service and delivering what we promise to our customers, with as little fuss as possible. We're over the moon to be recognised with the National Gold Swift Award 2011."

In second place was Oxford's The Goldfish Bowl, winner of the National Silver Swift Award. The specialist aquatic shop was commended for its long-standing quality customer service as well as a unique video and online help service for customers. The Bronze

Swift Award was given to Granville Autocare in Blackpool, a family-run car maintenance and service centre which provides a personal service alongside an interesting bespoke approach to customer care.

**A**MANDA Edwards, one of the judges and representing swiftcover.com, said: "Small and local businesses need to recognise the importance of good customer service. We've

been thrilled to see so many demonstrating innovative and new ways of providing great customer experience. All those who've received a regional award over the years are exceptional - however the National Swift Award winners demonstrated something a little extra or new. Congratulations to them all, they should be proud of their business."

In its fourth year and sponsored by online insurer swiftcover.com, the Swift Awards has identified more than 800 businesses in towns and cities across the UK - commending them for excellent service, efficient practices and a real passion for their customers. Further to the annual national awards announced today, regional awards can be made throughout the year as they are awarded on a monthly basis.

The organisers of the free-to-enter Swift Awards are calling on more businesses to put themselves forward for the 2011/12 local and national awards scheme. Nominations for the regional Swift Award can be made at any time of the year by visiting [www.swiftrelief.co.uk](http://www.swiftrelief.co.uk) however those wishing to be considered for the national award should have their nomination submitted no later than 31 March 2012.



**SILVER PRIZE:** The Goldfish Bowl claimed 2nd place



**SWIFT WORK:** The bronze award went to Granville Autocare