



November 2024

EURONICS NAMED WHICH? RECOMMENDED PROVIDER FOR THE SECOND YEAR

Euronics, which operates in over 600 independent high-street stores across the UK, has received an impressive customer ranking within the top 3 retailers, in the Which? Best Home Appliance Stores table following the consumer champion's latest survey.

It also means that for the second year running, Euronics has been endorsed as a Which? Recommended Provider (WRP).

Paul Tyler, Chief Executive Officer of Combined Independent Holdings (CIH), the electrical buying group that is the UK arm of Euronics, Europe's largest electrical buying group, comments, "We are delighted to have been recognised as a Which? Recommended Provider of Home Appliances for two consecutive years. Which? is a trusted consumer champion and we're thrilled that the hard work and dedication of our members has been recognised yet again this year. Our members are mainly family-run businesses that are embedded with their local communities. It is their knowledge, understanding and commitment to customer service, which has been built over many years, many generations even, that makes Euronics what it is today."

Which? invited almost 3,400 shoppers who had bought household appliances in the previous six months to share their overall experience as well as their views on the quality of products available, customer service, aftercare service, and value for money.

According to Which?, one of the Euronics shoppers surveyed described their experience as "a well-established high street store selling goods at online prices, but with real people ready to answer everything face to face. Why would I go anywhere else?"

Euronics received top marks for product quality, delivery and after-sales service and returns and was also rated highly for customer service during the buying process, product range/availability and the amount of packaging used.

In addition, Which? Magazine has conferred on Euronics its highly prized WRP status for Home Appliances. This reflects the company's outstanding performance in the survey and confirms that Euronics has also passed Which?'s stringent behind-the-scenes checks on terms and conditions and returns policies.

With around 430 members across the UK and Ireland, CIH provides a range of services and benefits to support each independent electrical retailer, as well as exclusive ranges that the members' customers are unable to find anywhere else on the high street, or online.

For information on Which? and the Home Appliances survey, visit www.which.co.uk. For details on how to become a part of Euronics in the UK email: membership@cihgroup.com.