



Media Release
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NobleOak WINS FEEFO Gold Trusted Service Award 2017



NobleOak Life Limited (NobleOak) has won a Feefo Gold Service award, an independent seal of excellence that recognises businesses for delivering exceptional experiences, rated by real customers.

Anthony Brown, CEO of NobleOak said, “We are delighted to have won this award and to be recognised for delivering exceptional service to our customers. It’s a great achievement and a clear endorsement from our customers of the quality and professionalism of our sales and service team.”

Created by Feefo, Trusted Service is awarded to businesses that use Feefo to collect genuine ratings and reviews. This accreditation remains unique as all the awards are based purely on the interactions with verified customers through the Feefo review platform.

To win this award, NobleOak had to meet the criteria of collecting at least 50 reviews between January 1st 2016 and December 31st 2016, and achieve a Feefo service rating of between 4.5 and 5.0.

Mr Brown continued, “Delivering consistently high and personalised service is one of our priorities along with providing quality, value for money life insurance cover. Feedback from independent rating agencies such as Feefo help us to monitor and improve our service. Feefo displays only genuine customer reviews in a similar vein to Trip Adviser, and these sites are becoming more and more important to consumers during the decision process.”

Andrew Mabbutt, CEO at Feefo said, “We would like to offer our congratulations to all the winners of this year’s Feefo Trusted Service award. We have been working closely with all our customers to build trust and transparency online, and ultimately helping shoppers buy with confidence and make better decisions.”

This award is the second one received this year by NobleOak. In early March they won the prestigious CANSTAR Outstanding Value Award for Direct Income Protection for the second year in a row. NobleOak is also the only company to have won CANSTAR’s Outstanding Value Award for both Direct Income Protection and Life insurance and has also been awarded three Strategic Insight Excellence Awards in 2016.

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