

2018 LUX Customer Champions

Top 20



Ranked 1st

Ernster

Ernster, founded in 1889 and one of Luxembourg's last remaining locally-owned book retailer, tops the table as Luxembourg's number-one brand. It was awarded a high Integrity score compared to other non-grocery retailers, offers a wide book selection in a number of languages, and delivers a great customer experience in all seven of its shops, including bookstores, a stationers, and a bookshop café.



I usually buy my books at Ernster. There's no better place to lazily browse the shelves and get inspired. When the books I needed were not in stock, an assistant suggested that, as we live in the same village, she could deliver the books to my house. I really value this service; it's a real time-saver for me.

LUX 2018 CEE respondent



Ranked 2nd

LuxairTours

LuxairTours leads the Luxembourg Travel and Hotels sector, scoring highly on Expectations. This tour operator sets itself apart from its competitors by delivering an all-inclusive service and providing travel advice and assistance that meets and even exceeds its customers' expectations.



I have travelled a lot with LuxairTours in the past and will do again. They take care of everything, and I am always happy with their convenient all-inclusive packages.

LUX 2018 CEE respondent

Ranked 3rd

LALUX

Leading the field in the Financial Services category, insurance provider LALUX scores highest on Resolution and Empathy. Customer closeness is a key plank of the LALUX customer experience, as evidenced by its brand slogan, "My Insurance in Luxembourg".



I've been with LALUX for 40 years and have never had any problems with them, whatever my query or issue. My advisor always delivers skilled and individually tailored assistance.

LUX 2018 CEE respondent

Ranked 4th

BCEE

Delivering high-quality general banking services, BCEE acknowledges that its customers are the beating heart of its operations, and this is reflected in its slogan "Your Life. Your Bank." BCEE therefore scores highly on Expectations and Empathy.



A great bank. I'm really pleased with all the services I've used so far. Their mobile banking system is very intuitive and efficient too - ideal for me.

LUX 2018 CEE respondent

Ranked 5th

Luxair

Taking the top spot for Integrity, Luxair demonstrates trustworthiness and delivers on its promises, creating positive experiences for its customers. Branded as a regional airline offering fast air travel to most of Europe's largest cities, business centres and international hubs, Luxair prides itself on offering the utmost flexibility to its business clients and high-quality, affordable travel to its leisure customers. Its high Integrity score suggests that this message resonates with its customers.



Simply the best flight experience. The on-board team are so professional, helpful, and welcoming to passengers. I like that they all speak Luxembourgish and at least two other languages.

LUX 2018 CEE respondent



Ranked 6th

Amazon

Online retailer Amazon was ranked joint first with PayPal for Personalisation and obtained a high NPS score in Luxembourg. A shining example of how to deliver emotionally engaging Personalisation without human interaction, Amazon is continually innovating to enhance its customer experience.



Amazon is almost a necessity for many of my purchases. Lots of tech items - cables, connectors, PC components - are just not available anywhere else.

LUX 2018 CEE respondent



Ranked 7th

Cactus

In first place in the Grocery Retail sector and ranking seventh overall for CEE, Cactus is beating the competition among Luxembourg supermarkets. Driven by a desire to always deliver the very best customer service, Cactus successfully builds trust among its customers, scoring highly on Integrity.



Cactus is close to my home and is my main supermarket. I feel it offers good-quality, fresh products and a wide product selection, all for a reasonable price. The shop is kept very clean and staff are friendly.

LUX 2018 CEE respondent



Ranked 8th

Emile Weber

Emile Weber, a local coach and travel company, promises its customers a "First Class Travel" experience. The high Empathy score awarded by Lux CEE respondents demonstrates that for Emile Weber, this is more than just a brand slogan.



I am very satisfied with their service; their advisors are always very friendly and helpful. I once wanted to book a certain hotel, but the woman in the agency recommended somewhere else. When I arrived, I was delighted that she had managed to change my mind, as I realised that the hotel she recommended was much better located.

LUX 2018 CEE respondent

Ranked 9th

ING

ING has developed a simple, four-strand Customer Promise: (a) clear and easy, (b) anytime, anywhere, (c) empower, and (d) keep getting better. They also launched an NPS initiative in 2012, sending email questionnaires to a customer sample in order to tune in to the “voice of the customer” and put them at the heart what it does. A high Personalisation score shows that Lux CEE respondents view this customer-centricity positively.

Ranked 10th

Oberweis

As the highest-ranked brand in the Restaurants and Fast Food sector - 26 places above its closest competitor - and recipient of a high Integrity score, Oberweis delivers both a great customer experience and on its aim to “take you on a journey and transport your senses to a world of delicacies and delight”. Its rare authenticity and attention to detail make Oberweis, a proud supplier to the Royal Court, a part of Luxembourg’s culinary heritage.

Ranked 11th

PayPal

PayPal is among the leading Financial Services brands, both worldwide and in Luxembourg. Recognised for years as a simpler, faster, and more secure way to make online and mobile payments, PayPal is now moving beyond that role to become an essential part of customers’ daily lives, transforming the way they move and manage their money.



I took my exchange student to an ING agency, where we were given a warm welcome and immediate assistance. As the exchange student didn’t speak much French, they promptly switched to English. I felt that they gave us comprehensive advice.

LUX 2018 CEE respondent



I regularly shop at Oberweis, especially for family celebrations and special occasions. Utterly delicious food and cakes, excellent product presentation, and great advice.

LUX 2018 CEE respondent



I use Paypal to make regular payments and to shop online. I have never had a less-than-great experience with PayPal: it makes online payment so easy, efficient, and secure. Great customer service!

LUX 2018 CEE respondent



Ranked 12th

Netflix

Scoring highly on Personalisation, Netflix is leading the pack in the Luxembourg Entertainment and Leisure sector. Providing online media streaming and video-on-demand services, it uses ever-evolving algorithms to set the personalised experience standard. The Netflix brand has revolutionised the way we consume films and series.



Netflix offers a great film selection and lots of the kind of series that interest me. I think it's a fantastic service.

LUX 2018 CEE respondent



Ranked 13th

Raiffeisen Bank

Raiffeisen Bank features in Luxembourg's Top 20 Customer Champions thanks to high scores across The Six Pillars, performing particularly well on Empathy in comparison to its industry peers. The brand is driven by a desire to build close and long-lasting customer relationships, and its "Naturally my bank" slogan demonstrates its proximity to the market.



I had always dreamt of buying my own home. My bank advisor was very friendly, empathetic, and gave excellent advice and guidance. Now my dream has finally come true: a home of my own.

LUX 2018 CEE respondent



Ranked 14th

Foyer

Insurance company Foyer takes fourteenth place in this year's analysis, with a high score for Time and Effort. Foyer meets customer expectations and delivers a great experience to all customers, from students to pensioners and everyone in between, whatever the customer's personal circumstances.



Foyer provides an excellent and friendly service you can rely on. When I was a student taking out car insurance for the first time, my advisor went through all the details with me to make sure I understood the contract clearly. I have never had any problems with Foyer and would certainly recommend them.

LUX 2018 CEE respondent

Ranked 15th

BGL BNP Paribas

A long-standing player in Luxembourg, BGL BNP Paribas has been part of the French BNP Paribas group since 2009. Scoring highly on Resolution and Empathy, the bank aims to be a modern, global, and innovative bank that is also close to its customers. This ambition is clearly communicated by its brand slogan: "The bank for a changing world." BGL BNP Paribas regularly updates its online banking platform to enhance their user experience.



When I was studying in France, BGL BNP Paribas Luxembourg were a great help. I was able to easily open my French account from my Luxembourg branch. Not needing to visit a French branch saved me a lot of time.

LUX 2018 CEE respondent

Ranked 16th

Guichet.lu

Government website Guichet.lu is the leading brand in the Public Sector category and the only brand in this category to feature in the Customer Champions Top 20. Compared to its industry peers, it scores highly on two of The Six Pillars: Expectations, and Time and Effort. Guichet.lu facilitates interactions between Luxembourg's public agencies and its citizens and businesses, providing fast and user-friendly access to all government services and information.



Guichet.lu is very user-friendly – I've been able to find all the information I've needed. It's great to be able to perform simple tasks online instead of having to call.

LUX 2018 CEE respondent

Ranked 17th

Colruyt

Ranked second in the Grocery Retail sector, Colruyt takes seventeenth place in this year's analysis. This brand is valued by customers for delivering highly on Expectations and facilitating interactions, offering a number of ordering and shopping platforms and providing various customer interaction channels, resulting in high omnichannel satisfaction.



I usually buy my groceries at Colruyt. They have a good selection on offer, with good quality and reasonable prices.

LUX 2018 CEE respondent



Ranked 18th

Lidl

In eighteenth place, Lidl is the third-highest ranked Grocery Retailer in the Top 20. Lidl performs strongly on Expectations compared to its industry peers. Its brand promise - delivering the best fresh food at the lowest price - is positively perceived by customers.



I buy 90% of my groceries at Lidl. It offers excellent value for money. Their fruit and vegetables are very fresh and delivered to store every morning.

LUX 2018 CEE respondent



Ranked 19th

Utopolis

Cinema chain Utopolis is the second-ranked Entertainment and Leisure brand to make it into the Top 20. Its high Personalisation score aligns with its mission to go beyond the traditional cinema experience, offering its audiences maximum flexibility in when, where, and how they use its services.



Utopolis always shows the latest movies. I really enjoy their special events, particularly ladies' nights. I like that they offer reduced price promotions on certain weekdays.

LUX 2018 CEE respondent



Ranked 20th

Freelander's Sports

Freelander's Sports closes out the Customer Champions Top 20, with respondents awarded this family-owned sports retailer high scores for Integrity and Resolution. It focuses on providing high-quality products and having friendly and knowledgeable customer assistants to deliver fast, efficient, and informed customer service.



I bought a GPS for hiking as a present for a friend at Freelander's. They had several different models available in-store and they gave me informed advice about which one would best suit my friend.

LUX 2018 CEE respondent