

30 January, 2024.

## **I-SCREEN WINS FEEFO PLATINUM TRUSTED SERVICE AWARD 2024**

**Perth, Western Australia — 30 January, 2024:** i-screen, Australia's leading clinical biomarker testing and bioinformatics platform, today announced it has won the Feefo Platinum Trusted Service award, an independent seal of excellence that recognises businesses for delivering exceptional experiences, as rated by real customers.

Created by Feefo, Trusted Service is awarded only to businesses that use Feefo to collect genuine reviews and insights. Businesses meeting the high standard, based on the number of reviews they have collected and their average rating, receive the award. A highly-valued badge of approval, this accreditation remains unique, as it is based purely on the interactions with real customers. As all reviews are verified as genuine, the accreditation is a true reflection of a business's commitment to outstanding service.

Feefo have given Platinum Trusted Service awards to businesses who have achieved Gold standard for three consecutive years. The Feefo Gold Trusted Service award recognises those who have collected at least 50 Feefo reviews in a year, and have achieved a service rating of at least 4.5.

### **Amelia Thornycroft, Founder of i-screen commented:**

"We're very excited to receive this award from Feefo because it's based on the feedback of real customers, who are the most important judges of all. It recognises how hard we work to give all our customers the best possible experience. Everyone at i-screen here in Australia, as well as New Zealand and the UK are fully committed to offering nothing short of the best service, it's always important for us to listen, understand and respond to all our customers promptly. The beauty of Feefo is that it enables us to consistently improve, so we're looking forward to another successful year ahead after being recognised as a platinum trusted provider for four years running."

### **Steph Heasman, Director of Customer Success at Feefo, commented:**

"Congratulations to i-screen on winning this year's award. The Trusted Service award has always been about recognising companies that go way beyond the norm in customer experience and generate great feedback from happy customers.

"This year we've been delighted to see so many companies using Feefo to provide outstandingly high levels of all-round service – it's what Feefo is all about. We help our clients give their customers the best experiences possible. I'm confident we'll see more success from businesses partnering with us throughout 2020."

“Feefo is all about powering up customer experience, which is why we have introduced our new Platinum category. Clients told us they want recognition for achieving our demanding Gold award standard over a longer period. Our new Platinum award is earned by companies that achieve a Gold rating in three consecutive years. It’s a tough challenge and very-well deserved by those that earn it.”

Feefo is a reviews and customer insights technology company that provides businesses with the tools to collect real, purchase-verified reviews and insights. Working with over 3,500 clients, Feefo ensures that all feedback is authentic, by matching it to a legitimate transaction, in order to increase consumer confidence and enable businesses to make smarter business decisions.

### **About Feefo**

Feefo is a disruptive global technology company empowering brands to make smarter decisions and improve consumer experiences by leveraging the full potential of real customer reviews.

Feefo’s cutting-edge review platform is trusted by more than 3,500 brands including Next, Vauxhall, Iceland, Mazda, Expedia, Michael Page and JCB, who rely on it to supply smart insights that transform their ability to market, sell and build more rewarding relationships with customers.

A trusted partner of Google, Feefo’s technology and consultancy team possesses unique expertise and business insight, enabling brands to employ cutting-edge innovation that optimises the delivery of digital marketing and advertising.

Please visit: [www.feefo.com](http://www.feefo.com)

### **About i-screen.**

i-screen is a clinical biomarker testing and bioinformatics platform providing secure, evidence-based screening from accredited blood pathology, microbiome and genetics laboratories and imaging clinics. Founded in 2015 in Western Australia, i-screen empowers individuals and healthcare practitioners with clear, actionable insights through an intuitive digital platform.

[www.i-screen.com.au](http://www.i-screen.com.au)

[www.i-screen.co.nz](http://www.i-screen.co.nz)

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