

Commitment to excellence in customer service

**EROSKI RECOGNISED FOR ITS CUSTOMER SERVICE IN THE
LARGE-SCALE RETAIL AND LOYALTY CLUB CATEGORIES**

- **EROSKI regains the award for best customer service in large-scale retail, a category it had not won for four years.**
- **The company also renews its award in the loyalty club category.**
- **Eva Ugarte, Director of Strategic Marketing at EROSKI, collected both awards at the gala held in Madrid.**

Madrid, 6 October 2026. [EROSKI](#) has been honoured at the 16th edition of the Best Customer Service of the Year Awards, in the loyalty club and large-scale retail categories, organised by the consultancy [Sotto Tempo Advertising](#). The recognition reaffirms the company's commitment to service quality and customer experience.

Winning both awards highlights the work EROSKI has done to provide close, accessible and personalised service across all of its channels for engaging with customers. Regaining the award in the large-scale retail category is also a particularly significant milestone for the organisation, as it once again positions EROSKI as a sector benchmark in one of the most competitive areas of commercial retail.

"Receiving these two awards is a great source of satisfaction for EROSKI. They reflect our teams' daily commitment to listening to consumers and giving them the best possible experience. Regaining our leadership in large-scale retail is especially meaningful because it recognises the work done in recent years to keep improving every point of contact with our customers," said Eva Ugarte, Director of Strategic Marketing at EROSKI, as she collected the awards at the Teatro Las Vegas in Madrid.

"These awards encourage us to keep moving forward in our commitment to close, personalised, multichannel service. Behind this recognition lies the effort of hundreds of professionals who work every day to meet the needs of our customers and help strengthen their trust in EROSKI," added Ugarte.

Methodology and evaluation criteria

In this edition, as in previous years, the participating companies were assessed through a comprehensive process that included 220 Mystery Shopper tests, carried out across several

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customer service channels (telephone, email, web forms and social media). A satisfaction survey was also conducted among 2,000 people representative of the Spanish population. The quality criteria and standards used to select the winners are based on the European standard UNE-EN 15838, which sets out the requirements for the provision of services at customer contact points.

EROSKI's customer service is characterised by personalised attention and a commitment to answering all queries, suggestions and complaints immediately or, where some follow-up is needed, within a maximum of 24 hours. EROSKI serves consumers in Spanish, Basque, Catalan and Galician, and is available to customers by telephone and email, as well as through its website, www.eroski.es.

Last year, EROSKI handled 424,248 enquiries through this service, with a resolution rate of 91.68% and a first-contact resolution rate of 89.49%.

Consumers can also contact EROSKI directly through social media. Its official Facebook page is followed by more than 598,400 people, with more than 381,501 on Instagram and 105,468 on TikTok, and its X profile (@EROSKI) has more than 94,417 followers.

About EROSKI

EROSKI is one of northern Spain's — from Galicia to the Balearic Islands — leading retailers with a 12.32% market share in the region. The cooperative is the market leader in the Basque Country, Navarre and Galicia, and co-leader in the Balearic Islands. At the end of 2025, EROSKI's omnichannel network comprised 1,508 outlets, including supermarkets, hypermarkets, cash-and-carry stores and online supermarkets, as well as optical centres, sports stores and other non-food businesses. EROSKI has more than 6 million customer members and employs over 28,200 people, of whom over 8,300 are cooperative members.

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