

One of the largest market studies in the retail sector

EROSKI WINS TWO AWARDS AT THE CUSTOMER RELATIONS EXCELLENCE AWARDS 2026

- **The company was recognised in the Best B2C Telephone Relationship and Best Technology Project of Best Engagement Solution categories.**
- **The awards recognise the quality of EROSKI's Customer Service and the technological transformation it has driven to improve the experience of consumers.**

Madrid, 8 October 2026. [EROSKI](#) has been honoured with two awards at the Customer Relations Excellence Awards 2026, organised by the Asociación Española de Expertos en la Relación con Clientes (AEERC), the Spanish association of customer relations experts, together with IFAES and IZO. The cooperative was recognised in the "Best B2C Telephone Relationship" and "Best Technology Project of Best Engagement Solution" categories.

The awards were presented at the Customer Relations Excellence Awards 2026 Gala, held at Kinépolis Ciudad de la Imagen (Madrid), the closing event of the Customer Relations Expo, one of the main professional gatherings in the sector in Spain.

These accolades highlight both the quality of the service provided by EROSKI's Customer Service and the technological transformation carried out in recent years to improve the experience of consumers, optimise the management of interactions and bring EROSKI closer to its customers.

Best Recognition of Excellence in Telephone Service

The "Best B2C Telephone Relationship" award recognises the quality and effectiveness of the service EROSKI provides through its telephone channels. The assessment was carried out through an independent audit, which analysed several aspects of the customer experience, service quality, responsiveness and query resolution.

The award recognises the daily work of the Customer Service teams, who strive to give consumers prompt, close and efficient answers to their needs.

Best Technology Project of Best Engagement Solution

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EROSKI has also won the award for "Best Technology Project of Best Engagement Solution", a category that distinguishes the most innovative initiatives aimed at strengthening the relationship between companies and their customers.

EROSKI's entry set out the technological evolution rolled out in its Customer Service and the improvements made to strengthen personalisation, operational efficiency and the quality of service provided across its various contact channels.

The transformation has made it possible to introduce new tools, optimise processes and manage interactions in a more integrated way, helping to improve the overall customer experience and the responsiveness of the service teams.

"These awards reflect the effort, professionalism and commitment of everyone in the Customer Service team. They also recognise EROSKI's commitment to innovation and continuous improvement in order to deliver the best possible experience to consumers," said **Josu Madariaga, Customer Experience Director at EROSKI.**

A relationship model centred on consumers

Customer service is one of EROSKI's strategic pillars. The cooperative works continuously to improve service quality, strengthen its channels of engagement with customers and incorporate innovative solutions that allow it to respond more effectively to new consumer needs.

EROSKI's Customer Service is characterised by personalised attention and a commitment to respond to queries, suggestions and complaints immediately or, when they require further handling, within a maximum of 24 hours. The service operates in Spanish, Basque, Catalan and Galician, and is available by telephone, email and web. In the last financial year, EROSKI handled 424,248 queries, with a resolution rate of 91.68% and a first-contact resolution rate of 89.49%.

Consumers can also engage with EROSKI through its digital channels and social media. The company has more than 598,400 followers on Facebook, 381,501 on Instagram, 105,468 on TikTok and 94,417 on X, reinforcing a strategy of service and active listening that combines in-person, telephone and digital channels.

These awards recognise EROSKI's ability to combine operational excellence and technological innovation, placing consumers at the heart of its relationship and service strategy.

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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