

City Beat News Spectrum Award Winners for 2018 Announced

Winners of its Spectrum Award announced on a rolling annual basis, City Beat News continues to post award-winning companies on its website.

LAPEER, MI, UNITED STATES, May 30, 2018 /EINPresswire.com/ -- As the midway point of 2018 nears, City Beat News hasn't slowed down. It continues to review businesses around the country, providing consumers with a comprehensive customer satisfaction rating for each one and honoring those that receive top marks with the City Beat News Spectrum Award.

In partnership with the [Stirling Center](#) for Excellence, City Beat News of Lapeer, Michigan, uses its independent, proprietary research and evaluation system to identify businesses with a track record of providing a great customer experience. The rating system combines data collected from nominations, online and other customer reviews, surveys, blogs, social networks, business-rating services, and other honors and accolades - all of which express the voice of the customer. It brings many sources of information together into one rating for the year that shows the whole picture and avoids the pitfalls of unfounded or unjustified negative commentary posted by an unhappy employee or competitor. Negative reviews, even those that are a fraud, can really damage a company's reputation.

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Frank Andrews, Executive Director

Consumers value a legitimate source they can trust to help them find companies that will not only meet their product needs, but also exceed their service expectations. The Spectrum Award is a great indicator of future customer service.

“Every year we post just one rating for each company to help consumers find who has rated among the best,” says Jamie Rawcliffe, City Beat News Editor. “The [Spectrum Award winners](#) have all earned our highest ratings so they each receive their own Award Page on CityBeatNews.com.”



City Beat News

City Beat News recognizes award winners for the benefit of consumers and businesses, both of whom want unbiased customer satisfaction research. Consumers can verify a company's status as a Spectrum Award winner and know they can anticipate the great service others have had, while businesses want to know how they stack up in the eyes of their customers.

"The Stirling Center is pleased to have City Beat News join it in the goal of researching, recognizing and promoting superior customer service," says Frank Andrews, Executive Director of The Stirling Center for Excellence. "It is right in line with our mission of providing services and resources to companies that place an emphasis on providing an outstanding customer experience."

City Beat News is located in Lapeer, Michigan. For more information, call 866-732-9800 or go online to www.citybeatnews.com.

Jamie Rawcliffe
City Beat News
866-732-9800
email us here



Spectrum award (TM)

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