

City Beat News and The Stirling Center Celebrate Four Years as Partners

City Beat News and The Stirling Alliance celebrate four years partnering to identify and honor companies that provide top-notch customer service.

LAPEER, MI, UNITED STATES, June 4, 2018 /EINPresswire.com/ -- [City Beat News](#) is celebrating its fourth year partnering with The Stirling Alliance to identify businesses around the country with a track record of providing a great customer experience.

In partnership with the [Stirling Center for Excellence](#), City Beat News (CBN) uses its independent, proprietary research and evaluation system to find which businesses are going above and beyond to provide their customers with high-quality products and services as well as excellent customer service. 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. Those that earn a 4-star or 5-star rating receive the [Spectrum Award](#).

The system brings many sources of information together into one rating for the year, showing the whole picture and avoiding 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

“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 recognizes award winners for the benefit of consumers and businesses, both of whom want unbiased customer satisfaction research. Consumers appreciate 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. Additionally, businesses want to know how they stack up in the eyes of their customers.



“The Stirling Center is pleased to have had City Beat News as a partner for the past four years, working together to research and honor companies for providing superior customer service,” says Frank Andrews, Executive Director of The Stirling Center for Excellence. “We look forward to a continued partnership in this mission of providing services and resources to companies that place an emphasis on providing an outstanding customer experience.”

About The Stirling Center

The Stirling Center for Excellence is located in Lapeer, Michigan. It includes a learning and resource center with courses, team training and support, executive coaching, articles, and case studies focused on excellence. Its objective is to enable and encourage excellence across many fields, wherever it can. The Stirling Center, www.stirlingcenter.org, recognizes service excellence in both commercial businesses such as those served by City Beat News and Pulse of the City News, and its “life” and “public service” divisions.

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