

## Viking Line wins Service Score award for third time

**Viking Line is the shipping company that provides the best service on the Baltic Sea according to Service Score's 2016 customer survey. This is the third time that Viking Line was named the winner in its category, based on customer experiences and ratings. Other winners in the travel industry are the tour operator Ving, Scandinavian Airlines (SAS) and the high-speed rail company Arlanda Express. The award ceremony was held in Stockholm on April 20.**

Since 2012, Service Score has measured how satisfied Swedes are with the service they receive in various service industries. This year's winners were presented at an event held on April 20. Viking Line, which was nominated along with two other shipping companies in the category Sea Transport/Cruises, won the Best Service Award for the third time. The company transports 6.6 million passengers a year in seven vessels serving the Baltic Sea region.

"In an industry with tough competition, good service is one of our core areas. If we enable our customers and passengers to have as positive and inspiring a travel experience as possible, in many cases this directly determines whether they continue to choose Viking Line. So it is especially gratifying to receive this recognition straight from the customers themselves. It spurs us on in our continued work to improve our service," says Tapani Kauhanen, Vice President of Marketing and Sales at Viking Line Skandinavien.

Service Score's surveys assess companies, government authorities and other organizations in more than 20 fields. A representative sample of more than 3,000 consumers in Sweden responded to questions about the quality of service that companies provide and how well their customer service works. Questions about what companies provided service beyond or well beyond the respondents' expectations also form the basis for determining which companies are nominated and win.

**For further information, please contact:**

Eleonora Hansi, Press Manager Sweden, Viking Line Skandinavien  
[eleonora.hansi@vikingline.com](mailto:eleonora.hansi@vikingline.com), +46 8 452 41 41

Johanna Boijer Svahnström, Vice President Corporate Communications, Viking Line  
[Johanna.boijer@vikingline.com](mailto:Johanna.boijer@vikingline.com), +358 18 277 48