

## Babbel's Customer Service: 7 million tickets solved and Newsweek's #1

- Babbel's customer support solves "7 millionth ticket", showcasing full-commitment to learners
- Newsweek ranks Babbel #1 in Customer Service Award 2022
- Babbel offers support using a variety of platforms, from phone to email to live chat, in customer's native language

**Berlin / New York, December, 2021:** Babbel, the world's leading online language learning ecosystem, saw a major milestone in its commitment to providing a true premium language learning experience. This November, Babbel's Customer Service team addressed their 7 millionth service ticket. In providing solutions for millions of language learners, the team displayed Babbel's tireless commitment to putting customers first. Since Babbel's launch, Babbel has been clear about the necessity of a committed Customer Service team, who provides personalised support via phone, email or live chat, in the customer's native language.

**Arne Schepker, CEO of Babbel,** says, "I am truly impressed by the incredible work of our Customer Service team. One of the reasons Babbel is a high-quality experience is our high-quality customer service. They help us obsessively put our learners at the centre and get the learner experience right. When you start learning a language, any time lost can be discouraging. Thus, we realise customer problems have to be solved quickly and effectively. Our Customer Service does exactly that."

**Chris Price, Head of Global Customer Service** adds, "Our learners are at the heart of everything we do and our customer support team is a perfect example of our commitment to our learners. We are proud of the team that has been working tirelessly, especially in the last fourteen months of the global pandemic, to provide the best customer service experience possible, for every learner".

And this work is being noticed. This month, Babbel was ranked the #1 customer service provider by [Newsweek's America's Best Customer Service 2022 award](#). Newsweek, in partnership with respected global data research firm Statista, identified the companies that consistently provide the best customer care in 2021-2022. Babbel won first place in the Language E-Learning Platform category and received an 8.07 rating, out of a possible 10.

Babbel also received the „Deutsche Kunden-Award 2020/21“ (German Customer Award 2020/21), one of the largest Germany-wide rankings in the areas of customer satisfaction, customer service and customer price-for-value. This award is given by the [Deutsche Gesellschaft für Verbraucherstudien](#) (The German Society for Consumer Studies) and the survey included a total of 2,261 companies, across 233 industries.

These awards are exciting, but even more exciting are the reviews from Babbel's learners themselves. In a survey conducted with Babbel's learners this November, the average customer satisfaction rating across geographies is 92.5%, with 94.5% satisfaction in the USA. These numbers speak for the quality of service provided by Babbel's multinational, 70-person customer service team, who provide support across user languages, around the clock. In addition to their in-house teams, Babbel is partnering with support staff at FCR, who are helping provide on-the-ground solutions to Babbel learners in the United States.

### About Babbel

Babbel develops and operates an ecosystem of interconnected online language learning experiences and is driven by the purpose of creating mutual understanding through language. This means building

products that help people connect and communicate across cultures. The Babbel App, Babbel Live, Babbel Podcasts and Babbel for Business products focus on using a new language in the real world, in real situations, with real people. And it works: Studies by linguists from institutions such as Michigan State University, Yale University and the City University of New York demonstrated the efficacy of Babbel's language learning methods.

The key is a blend of humanity and technology. Babbel offers more than 60,000 lessons across 15 languages, hand-crafted by more than 180 didactics experts, with user behaviors continuously analysed to shape and tweak the learner experience. This results in constantly adapting, interactive content with live classes, games, podcasts and videos that make understanding a new language easy, from Spanish to Indonesian.

Because Babbel is for everyone, its team is as diverse as its content. From its headquarters in Berlin and its U.S. office in New York, 750 people from more than 65 nationalities represent the backgrounds, characteristics and perspectives that make all humans unique. Babbel sold over 10 million subscriptions by creating a true connection with users.

For more information, please contact Brittany Walters at [bwalters@babel.com](mailto:bwalters@babel.com).

###