

# FOR IMMEDIATE RELEASE

Contact: David Whitehurst

205.824.7737

David@ChampionCleaners.com

[www.ChampionCleaners.com](http://www.ChampionCleaners.com)

## **It's a Three-Peat! “Best Overall Service 2016” For Dry Cleaners Awarded to Champion Cleaners**

Birmingham April 12, 2017— For the third time in three years, Champion Cleaners of Birmingham, AL owned by David Whitehurst has earned the “Best Overall Service” Award. His three locations have received the highest overall mystery shopping scores again in 2016.

Whitehurst says, “We take customer service very seriously. Everyone in our organization has a laser focus on service at the counter and quality cleaning. And it shows!” Whitehurst explained, they were very excited to win this award in 2014 and 2015, but to get it for a third time in 2016, is just a true testament to what [Champion Cleaners offers](#) “**The Best Customer Experience.**”

David Whitehurst had his stores mystery shopped 36 times throughout the year. [Champion Cleaners](#) was scored on customer service interaction at the counter during drop off and pick up, plus a consumer evaluation of the items cleaned. Dry cleaners from throughout the United States and Canada participate in the mystery shopping program.

The program is administered by a DLI partner, MarketWise Consulting Group of Appleton, WI. According to Mary Scalco, DLI President and CEO, “The emphasis of customer service at the counter is a key ingredient in the overall success of dry cleaners everywhere,” Scalco continues, “The competition for this award is intense.”

### SOURCES:

Dry Cleaning & Laundry Institute ([www.DLIOnline.com](http://www.DLIOnline.com))

MarketWise Consulting Group ([www.MarketWI.com](http://www.MarketWI.com))

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