CTT is the Trusted Brand of the Portuguese for the 19th time.

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CTT â€“ Correios de Portugal has been elected, for the 19th time, the Most Trusted Brand by the Portuguese people. The company once again achieved first place in the Mail and Logistics category, with 89.4% of the votes.

This result, representing a 1.6 percentage point increase compared to the previous year, was analyzed based on attributes relevant to customers, namely Quality, Cost/Benefit Ratio, and commitment to Sustainability. These factors are considered important pillars in CTT's value proposition and directly influence how consumers evaluate their experience and their relationship with the brand.

According to CTT's Director of Communication and Brand, Filipa Nascimento, “receiving this recognition is, once again, a source of great pride for CTT. This distinction reflects the close relationship between customers and the brand and the trust they have in our services. This closeness results from daily work and a strategic commitment that we have consolidated over the years.”

The study covered 70 different categories of products and services and was conducted between September 15 and November 28 of last year, among 12,000 households, using an open-ended question methodology.

The study's reliability principles focus on factors such as impartiality, transparency, and timeliness. The survey conducted with subscribers each year does not contain any list or mention of brands; it only defines the categories of products and services for which consumer opinion is sought.

Source: CTT Portugal Post