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### **Surf Internet Earns BBB Accreditation, Reinforcing Commitment to Integrity and Customer Trust**



ELKHART, Ind. (March 28, 2025) – [Surf Internet](https://surfinternet.com)<sup>®</sup> is proud to announce that it has earned accreditation from the Better Business Bureau (BBB) Serving Northern Indiana, joining over 3,200 businesses in the region that have met the BBB’s high standards for integrity and trust. Surf Internet is the only fiber-optic internet service provider in northern Indiana to hold this

accreditation—a recognition of the company’s commitment to customer service and ethical business practices.

BBB accreditation signifies that Surf Internet meets the organization’s *Standards for Trust*—principles that emphasize honesty, responsiveness, and transparency.

“We believe that trust is the foundation of great service,” said Kevin Bush, Surf’s Chief Revenue Officer. “Becoming BBB accredited reflects our ongoing commitment to treating customers with fairness and respect, ensuring they receive reliable service and transparent communication every step of the way.”

Surf Internet’s customer-first approach is also reflected in its Net Promoter Score (NPS)—a key measure of customer satisfaction and loyalty. According to Delighted by Qualtrics, a widely used customer feedback platform, Surf’s December 2024 NPS of 66 ranks in the 100th percentile for internet service providers, far exceeding the industry average of 16.

“Our goal is not only to provide cutting-edge fiber internet but also to ensure that our customers feel confident in choosing Surf,” Bush added. “This accreditation is a reflection of our dedication to doing things the right way—every time.”

To learn more about Surf Internet’s high-speed fiber-optic internet services and check availability in your area, visit <https://surfinternet.com>.

#### **About Surf Internet**

Surf Internet is an innovative fiber-optic internet company that serves as the essential gateway to connectivity across the Great Lakes region of Illinois, Indiana, and Michigan. The company is building a bridge to the wide-open future by delivering high-speed, reliable internet to homes and businesses in underserved, rural communities. Surf’s 300-plus-person team is local, giving them an edge when it comes to customer care and advocacy for the region. Headquartered in Elkhart, Ind., Surf also has offices in La Porte, Ind., Byron Center and Fowlerville, Mich., and Coal City, Naperville, and Rock Falls, Ill. Learn more at <https://surfinternet.com>.

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