

**First Class Watches**  
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### **First Class Watches now recognised as Google Certified Shop**

**Warwickshire, UK** - First Class Watches, who are an official UK retailer for more than 60 watch brands of traditional and designer watches, was recently selected to join the Google Certified Shops program. To help shoppers identify online merchants that offer a great shopping experience, the Google Certified Shops badge is awarded to ecommerce sites that demonstrate a track record of on-time shipping and excellent customer service. When visiting the First Class Watches website, shoppers will see a Google Certified Shops badge and can click on it for more information.

“We are thrilled to be recognised by the Certified Shops program for our customer service and track record. With an ever increasing number of grey market watch distributors appearing online, we think it is fantastic that Google have rolled out this program to bring even greater protection to buyers who choose to purchase through official channels such as ourselves.” – Scott Lucas, E-Commerce Manager

As an added benefit, when a shopper makes a purchase at a Google Certified Shops, they have the option to select free purchase protection from Google. Then in the unlikely event of an issue with their purchase, they can request Google’s help, and Google will work with First Class Watches and the customer to address the issue. As part of this, Google offers up to £1,000 lifetime purchase protection for eligible purchases. Google Certified Shops is entirely free, both for shoppers and for online stores. The program helps online stores like First Class Watches attract new customers, increase sales and differentiate themselves by showing off their excellent service via the badge on their websites.

*Launched in 2005 by high street jewellers James Moore & Co, [First Class Watches](http://www.firstclasswatches.co.uk) is a family owned and operated business who have used the power of internet retail to reach customers from all corners of the globe. More than ten years on, they are one of the UK’s largest independent watch retailers with hundreds of thousands of happy customers. Using their responsive website customers can browse a stock of over 5000 watches and more than 60 designer watch brands at their leisure. First Class Watches uses self-photographed 360 degree imagery, product reviews, price matching and free watch adjustment to allow customers to make an informed and quick purchases while receiving the same service and warranty they would expect from a retail store. For more information please contact [press@firstclasswatches.co.uk](mailto:press@firstclasswatches.co.uk) or visit [www.firstclasswatches.co.uk](http://www.firstclasswatches.co.uk).*