

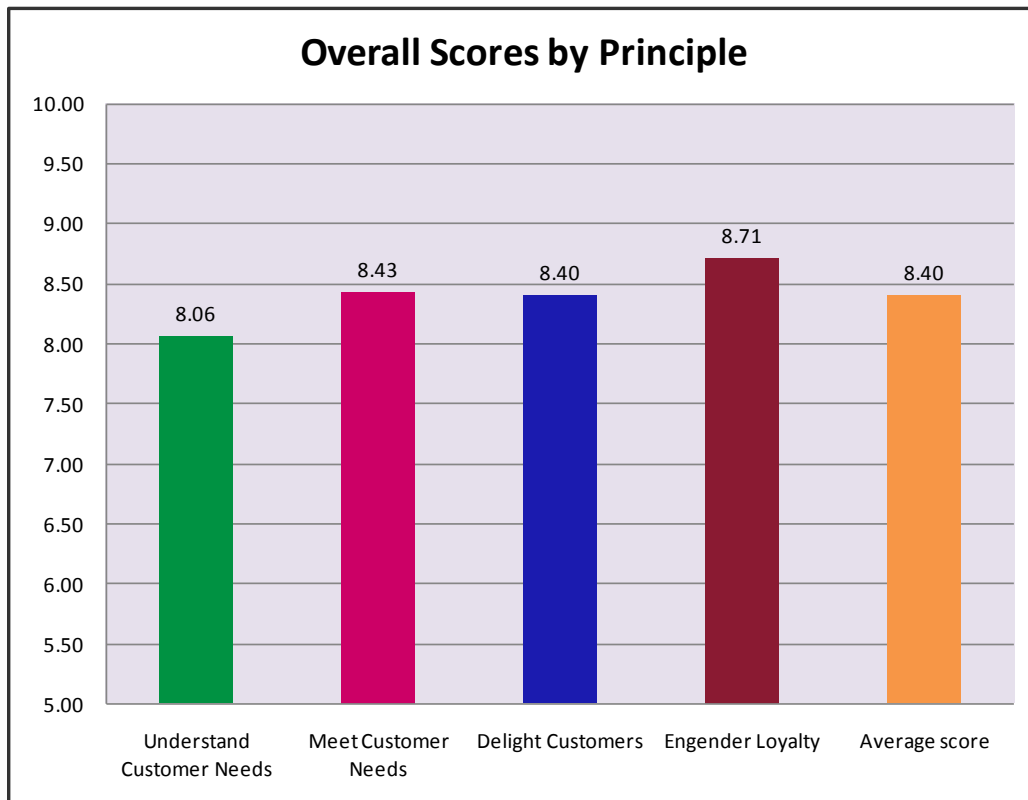
Investor in Customers Clients give their verdict on Investor in Customers

Investor in Customers (IIC) carried out an IIC assessment on itself in May 2009. A standard questionnaire was sent out to nearly 50 contacts and we were delighted to hit a 70% response rate. We are very grateful to everyone who participated

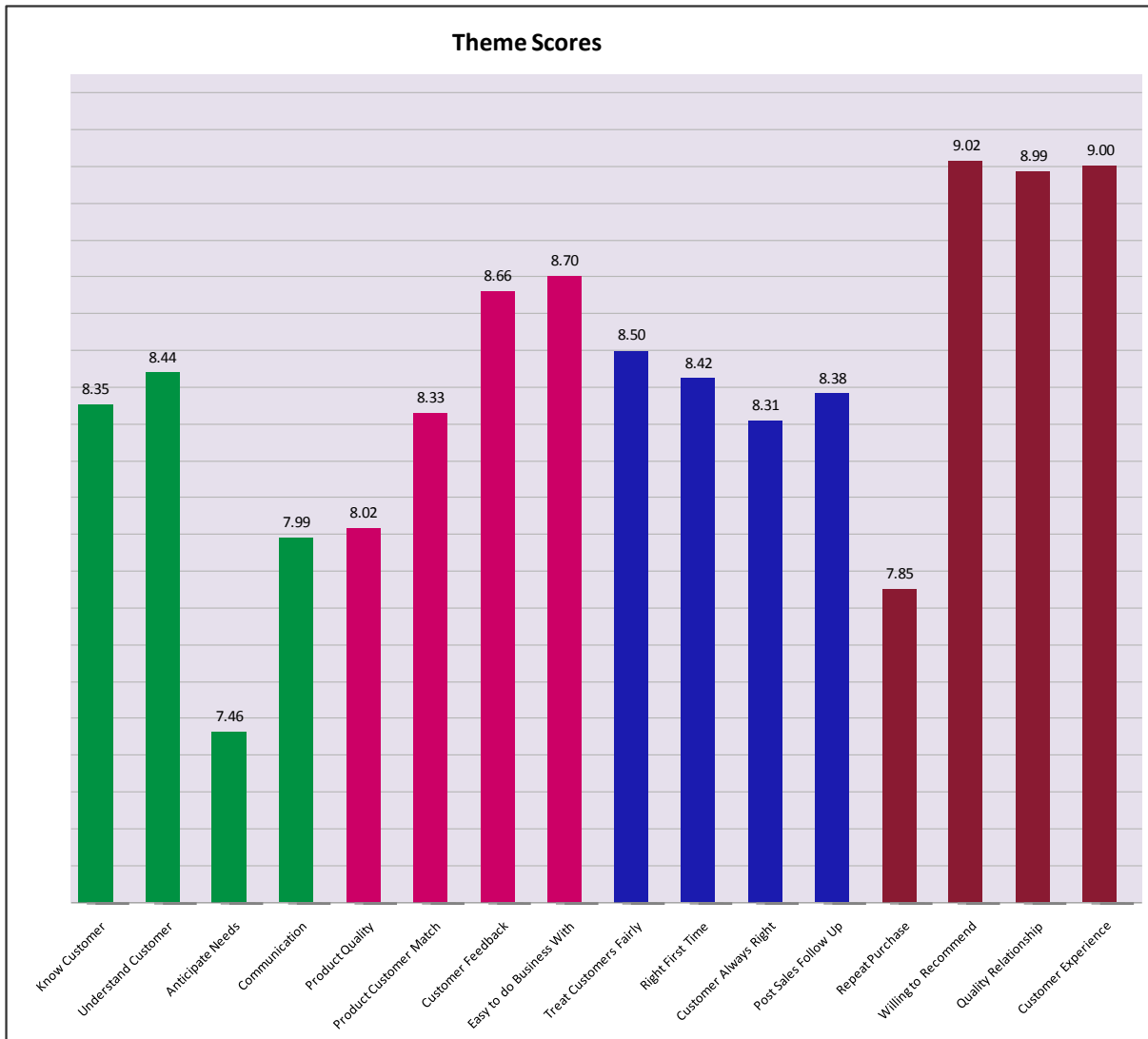
Although the feedback was overwhelmingly positive, there were some important learning points which we will take on board. This short summary sets out the key charts and feedback from our assessment.

1. The following chart records the scores for the four Guiding Principles in the IIC Model and gives the average score. All scores are three stars but we need to reflect on why we are below par on “Understand Needs”. On the upside, our “Loyalty” score is just about as good as it gets.

This is reflected in our “Net Promoter Score” which stands at +79% (with 79% promoters, 21% passives and no detractors).



2. The chart on the next page analyses our scores against the 16 Themes in the IIC Model. This clearly shows where we need to concentrate our efforts in order to improve the service to our clients.



3. Finally, we've captured some of the comments made in response to the free text questions:

How do you think the company could meet your requirements better?	What do you think the company does really well?
Better access to the underlying survey data in a format that I can manipulate and interrogate.	I think that you present your findings extremely well. It helped us understand how we needed to look for areas where we might have problems to address.
very happy at present	Good standardised product which can be used as a benchmark.
Will get better as they mature and build up more clients	Reporting standard is excellent and easy to understand
Capitalise upon new technology, and perhaps offer clients the ability to see results online as they happen.	IIC has for us always been a really good mix of competitive pricing together with an excellent interpretation of the results
Provide explicit benchmarking against competitors if possible	Simple model and they do what they say they will do.
to promote themselves more so that the award is recognised more in the industry	manages the project start to finish, making it easy for the client to complete
They couldn't	great enthusiasm for the service; excellent value for money

Investor in Customers Ltd

May 2009