

IIC background

Investor in Customers Ltd was established in 2006. We carry out independent assessments for organisations to establish the strength of their customer relationships and offer a unique Award for customer service excellence at three levels, shown below. Successful clients can use the IIC logo on all business communications, as a mark of distinction.



The methodology and process we use has been developed following extensive academic research in the field of customer relationships and rigorous, practical testing with over 25,000 respondents.

The process takes around 5 weeks, with minimal business disruption

Our approach is straightforward. We take direct, online, feedback from: customers, staff and senior management about how well a company:

- Understand their customers' needs
- Deliver products and services that meet those needs
- Deliver 1st class service
- Engender loyalty (in customers and staff)

This is supplemented by desk research carried out by an IIC assessor.

Meaningful management data and business insights as well as the IIC Award

Post assessment, we present a detailed report highlighting strengths and weaknesses by way of a full feedback presentation to senior management. The report and presentation identifies the differing perceptions of each respondent group against 16 themes of customer centricity.

Understand customer needs	Meet customer needs	Delight customers	Engender loyalty
Know your customer	Product quality	Treating customers fairly	Repeat purchases
Understand needs	Product/customer match	Right first time	Willing to recommend
Anticipate needs	Customer feedback	Customer always right	Quality relationships
Communication	Easy to do business with	Post sales follow through	Customer experience

Industry Sectors

IIC has become established in the Financial Services sector with a fast growing list of awarded companies. This success has now led to companies in a broad range of other sectors signing up, most recently these include; IT & Telecoms, Marketing Services, Recruitment. Manufacturing and Food and Drink. The common need across all these sectors is for companies to better understand the experience they offer their customers, how to improve it and how to identify themselves as “customer centric” in a competitive market.

How IIC can benefit your business

- You can identify yourself as a company that cares about your customer relationships. IIC is an independent assessment and Award, recognising companies that develop exceptional customer relationships, which means the companies that achieve the award demonstrate that they are good companies to do business with
- You can use the IIC logo on all your customer communication which intuitively says something positive about your company
- You can enhance your success when competing for new business. There are IIC awarded companies who have been told that one of the reasons they have been selected is because they have IIC
- You will be measuring your business against an independent standard which identifies companies that are successful in the eyes of customers and employees, it is not judged by a committee or an individual assessor
- You will receive a detailed report showing you where you are doing well and where you need to focus your attention to improve the customer experience
- You will have the opportunity to benchmark your business against others in the IIC database and learn from the feedback gained from over 20,000 questionnaires
- You will gain an insight that is different from standard customer or staff surveys because IIC is independent and it surveys both groups at the same time, against the same criteria, which gives more valuable, useful and actionable feedback
- The detailed feedback allows you to identify how to increase customer loyalty and retain existing customers as well as grow the business they provide you
- You have the opportunity to gain a market lead against your competitors. Since IIC is a new Award it means that companies signing up now can (and are) achieving a competitive advantage by being the first in their sector or region to achieve the award
- You will have access to a dedicated PR resource who will work with you to develop a programme that ensures you maximise the marketing benefits of your award
- You can enhance your existing customer and quality initiatives as IIC sits comfortably alongside other accreditations such as ISO 9000 and IIP. Most IIC awarded companies continue to run other initiatives as they see IIC as complementary
- You can start realising these benefits quickly. The IIC assessment process is fast (5 weeks from commitment to award) with practical action points arising from the assessment meaning you can make a difference in the short term

For further information call 01395 513330 or email enquiries@investorincustomers.com