

INSIGHT 360 – ARDONAGH ADVISORY: CASE STUDY



Ardonagh Advisory is the home of well-known community-led, customer-focussed insurance brokers and risk management services in the UK including Towergate, Towergate Health & Protection, Ethos Broking, Bravo Networks and Geo (our commercial MGA). We work with customers in almost every industry across the UK, helping them to find the right products and services to protect their assets and manage their risks. We have a vast distribution, supporting our customers online, over the phone and face-to-face, ranging from simple transactions through to full risk consultancy.



Because of the depth and breadth of our services, understanding what we do well for our customers and what we can improve on is vitally important to us. This is why we asked IIC to work with us many years ago. We see the value that an independent, external customer feedback and assessment process can have on the way we do business and how we prioritise change with our customers in mind. The consistency in questioning year on year is important, as we can track progress and understand trends that help us to build annual action plans from our IIC results.



Ardonagh Advisory first collaborated with IIC in 2019, operating under their former name, Towergate Insurance Broking. After earning a Silver Award with a score of 7.91, they set their sights on achieving Gold.

By the next year, they had successfully upgraded to a Gold Award which they have consistently maintained since then. Clients frequently highlight the quality of Ardonagh Advisory's relationships, communication, and their ability to get things right the first time as standout features of their service.

When asked about their impressions of the brand, clients commonly describe it with words such as 'Integrity, Expertise, Knowledge, Care, Empathetic, Friendly,' and 'Professional, Knowledgeable, Local, Approachable, Caring.'

| IIC Score | Customer Score | Staff Score | Managers Score | Overall Score |
|-----------|----------------|-------------|----------------|---------------|
| 8.91 | 8.09 | 7.63 | 9.10 | 8.09 |



Kirsty Wainwright-Noble
Head of Marketing

"IIC is really valuable at influencing our customer experience strategy and understanding what we're doing well and what we could improve for our customers. They really understand our business, the language we use and what our customer priorities are, so always provide good input and suggestions to help us get the most out of the process. We massively value what the accreditation gives us. We use it in marketing, for award entries and as a badge of honour."