

# QUESTGATES – JOURNEY TO GOLD: CASE STUDY



QuestGates is the UK's largest independently owned loss adjusting company, providing claims related solutions with the highest levels of customer service alongside technical expertise. Working in partnership with their clients to truly understand their needs, delivering bespoke, customer focused and cost-effective services, and adding real value to their clients' claims propositions.



QuestGates found themselves featured, back in 2012, in a trade press survey. Whilst the results were largely positive, they fell behind their competitors in a number of areas. By their own admission, this was a real surprise to the senior management team, who thought what they were offering was a superior service. IIC was then tasked to assess their CX looking at not only the customer perception, but staff and senior management too as well as the IIC perception (what QuestGates look like from the outside in).



Running their first assessment in 2012, QuestGates were thrilled to gain a Silver award. Realising that it didn't stop there they took the feedback onboard plus the recommendations from IIC and started to build on and improve the service they were offering. Reassessing again in 2013, that award was now a Gold.

QuestGates didn't rest on their laurels though and continued their journey over the interim years with 2022's assessment, not only achieving Gold, but breaking the 9 out of 10 barrier with a very impressive score of 9.05. Furthermore, with a change in working practices during the pandemic and its aftermath, many companies suffered a drop in service. Unusually and rather impressively, this was not the case at QuestGates, where customer service actually improved while also rolling out a hybrid – working model for over 400 employees throughout the UK and Ireland.

Not only that, but customers also scored higher than staff, and the overall results across all the 4 IIC Principles puts them in the top 5% of IIC customers.



**Greg Laker**  
Director, Operations

*"As a customer centric business, we want to understand what our clients and staff think of our service and importantly how we can improve what we do. We felt that the IIC survey would be the perfect solution to achieve this, and we started working with the IIC team over 10 years ago. The output of the surveys, and the advice given during this period, have been invaluable in helping us shape our strategy."*

*We were delighted to receive the "Gold" award 10 years ago and have maintained this standard ever since. Our IIC results have consistently improved, and this couldn't have been achieved without the hard work of my colleagues supported by the IIC team."*