

Biosynth & IIC: Elevating Customer Experience Through Independent Insight



Biosynth is a global company that makes and supplies chemicals, ingredients, and materials used in science, medicine, and diagnostics. From small research labs to large pharmaceutical companies, they help develop new medicines and testing tools. With teams and facilities around the world, Biosynth supports reliable supply chains and customised solutions for the life sciences industry

The Challenge



Biosynth's ongoing aim is to enhance service delivery and strengthen relationships by listening to partner feedback. Aligning their offerings to evolving needs, all whilst maintaining the quality and innovation their customers expect.

With customer focus in its DNA, Biosynth saw IIC as the logical next step - providing valuable insight and independent verification of its service levels.

The Solution



Biosynth partnered with Investor in Customers (IIC) to gain independent insight and recognition. Through the Insight360 assessment, they gathered feedback from customers, staff, and leaders, identifying key strengths and improvement areas.

The A Company That Cares Award reinforced Biosynth's people-first culture and commitment to delivering quality, reliability, and responsive service.



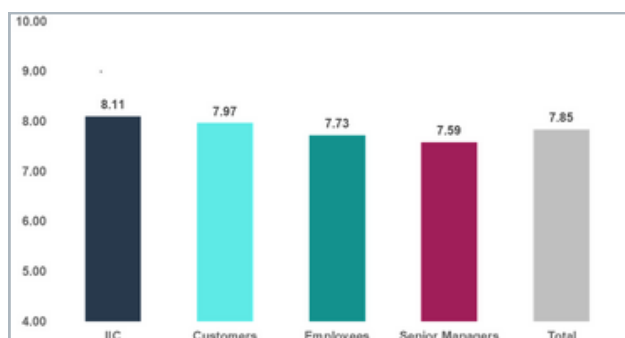
Carly Brooks-Watling
Head of Customer Experience

"At Biosynth, our customers are at the heart of everything we do.

While we continuously measure and improve customer satisfaction internally, we wanted an objective, expert assessment to help us elevate our service from good to world class.

Partnering with Investor In Customer gives us valuable, independent insights into how our customers perceive us and where we can improve.

Our mission is to be recognised as the most customer-centric supplier in the life sciences and diagnostics industries—and this is a key step in achieving that goal"



Biosynth's results reveal a strong customer experience, with customers generally happy and positive about the service received. Interestingly, internally, they were more self-critical - a sign of high internal standards and a genuine desire to improve.

Proving without doubt they are **A Company That Cares**. With clear focus areas identified, Biosynth is now working towards achieving Gold in future IIC assessments.