

VERPLAS: A JOURNEY TO CX EXCELLENCE



Verplas are a market leading, UK based ventilation ducting manufacturer and supplier, supplying ventilation and ducting equipment to distributors and wholesalers, worldwide. Their ethos is to maintain a family feel and delivering an exceptional customer experience is one of their core values, along with people first – working to transform the company and make them the number one supplier and employer of choice.



THE
CHALLENGE

Verplas first contacted Investor in Customers (IIC) in 2021, after Derren Gittins, Managing Director, joined the company in 2020. Derren and the team created a vision of becoming a market leader, which would be achieved by delivering innovation and customer excellence through an unstoppable team.

To achieve Customer Excellence, Verplas needed to measure how their customers were feeling and use their feedback to develop the service offering.

Having previously worked with IIC in a Global Blue-Chip company, where substantial and sustained improvements over a period of time resulted in them going from Bronze to Gold, Derren knew the Investor in Customers model would help Verplas to deliver a structured and measure customer excellence journey.



THE
SOLUTION

Verplas' first assessment in 2021 resulted in a Bronze award with a score of 6.80. The team took on board feedback from customers and staff alike and worked hard on implementing change. In 2022 their score of 7.99 was (frustratingly) just shy of the Gold award. Fine-tuning their service over the next 12-month period, using the feedback and recommendations from the previous IIC assessments paid off. In 2023, Verplas were awarded an exceptional Gold award with a score of 8.12. Not only that, their NPS® scores have increased from -2% in 2021 to +44% for their last assessment. A fantastic start on maintaining their Customer Experience journey.



Derren Gittins
Managing Director

“Measuring our customer excellence through an externally verified business like IIC also made our achievements more credible than doing a survey ourselves. We set out a 3-year strategy to achieve a Gold Standard service, which we successfully achieved in 2023. The team at IIC were supportive and proactive from start to finish, making it a pleasure to work with them”