

Ideal Heating & IIC: Proving a Culture of Customer Commitment



Ideal Heating is the UK's market leader in high-efficiency heating solutions, delivering smart design, straight-talking service, and reliable support for installers and homeowners alike. With a long-standing reputation for quality and innovation, Ideal Heating continues to put customers at the centre of everything it does — from product development to aftercare.

The Challenge



Ideal Heating joined the **A Company That Cares** journey to showcase its values-led approach and independently validate its commitment to customer-centricity.

In a competitive market, the company aimed to reinforce its “That’s ideal” ethos, recognise internal teams, and stand out through trusted, credible evidence of service excellence.

The Solution



Ideal Heating partnered with IIC to complete a structured assessment using the **A Company That Cares** framework.

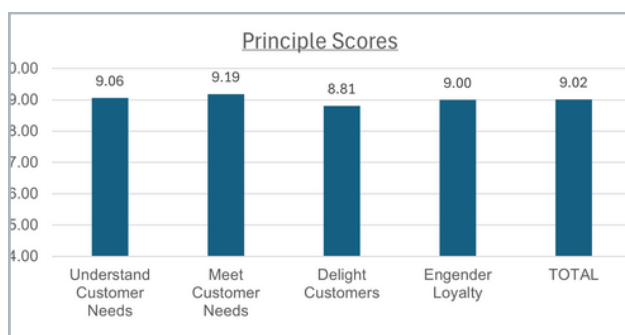
The process validated their people-first culture and confirmed strong performance across all four key pillars of customer experience: Understanding Needs, Meeting Needs, Delighting Customers, and Engendering Loyalty.



Chris Jessop
Group Customer Relations
Director

“Achieving the ‘A Company That Cares’ accreditation is a proud moment for all of us at Ideal Heating. We have worked hard to embed customer care into every part of our business – from product design and engineer training to digital support tools and loyalty programmes. To be independently recognised for that commitment is hugely rewarding.”

“Customer experience isn’t a one-off project — it’s how we do business,” added Chris. “It’s about connecting the dots before, during and after every interaction, listening properly, and making sure our teams have the tools and culture to act on what customers tell us. That’s how we keep improving — and that’s ideal.”



Ideal Heating is a standout example of a business that truly lives its customer-first values.

From website to post-installation, it delivers clarity, care, and consistency. With strong systems, empowered teams, and a culture of continuous improvement, Ideal doesn’t just meet expectations - it helps define them.

This is truly **A Company That Cares**.

