

BRUCE STEVENSON: A JOURNEY TO CX EXCELLENCE



Bruce Stevenson is an **award-winning Chartered Insurance Broker** with over 40 years of experience serving a diverse range of clients across Scotland and the UK.

Bruce Stevenson believe strongly in creating a great customer experience, clearly evidenced by their retention rate of over 95%. Bruce Stevenson are wholly committed to staff training and development and believe that their core values of Exceptional Customer Experience, Great Teamwork and Assured Consistency, help set them apart as a business.



Edward Bruce
CEO



From the outset, it was clear that everyone at **Bruce Stevenson was passionate about the customer experience they provided**, and this was driven from the top. The management team wanted a way of demonstrating that exemplary customer experience, and IIC was identified due to their strong track record in the insurance industry.

In 2015, IIC ran the first assessment for Bruce Stevenson. Gaining feedback from customers and employees. They achieved an exceptional Gold award, becoming the first company of any industry from Scotland, to achieve any award let alone Gold. Reassessing again in 2019 they retained their gold for a second time.

2023 saw their next assessment and, despite the company being taken over by Aston Lark, which in turn got taken over again by Howden, did not reflect in their service offering as their gold status was retained, making Bruce Stevenson the highest-rated Investor in Customer assessed organisation in Scotland.

Bruce Stevenson's NPS® is a very credible +77% - the latest figures on the UK national average for the insurance industry is +35% - further evidencing Bruce Stevenson is head and shoulders above the rest.



*“Working with IIC for the last 8 years has been very useful in not only evidencing our passion for serving our clients well, but in benchmarking data. **I can't recommend working with IIC enough** – it's not just the award, it's the extensive management information and ongoing support you get afterwards.”*