



## Background



Fenchurch Law are the UK's leading firm of policyholder focused insurance disputes solicitors, based in London, established in 2010.

They are a unique firm where the culture of the business is very much focused on delivering high levels of customer experience, with a culture of learning and progress and ensuring that the company really delivers on the highest possible standards to achieve outstanding customer outcomes.

Fenchurch Law first asked Investor in Customers (IIC) to provide an independent, third-party assessment and verification of their levels of customer experience in 2017. **David Pryce, Managing Director** said: "Everyone in our team understands the importance of delivering excellent client care, and the highest possible standards of service, both to our policyholder clients to and the insurance brokers who we work alongside. It's important for any law firm not only to know the law, but to have a deep understanding of what their clients need, so that they can develop solutions to meet those needs."

Although we're always receiving positive feedback from our clients for our commitment to excellent customer care, as a growing firm we know that we need to work hard to ensure that our service delivery remains second to none. That's why every year we ask Investor in Customers to carry out a wide-ranging assessment into how well we understand our clients and their needs. The IIC process is fundamental not only to maintaining our standards but, even more importantly, to learning how we can improve in the future."

## How it works

The Investor in Customers (IIC) award is an independent mark of distinction, based on a unique model which measures the customer experience in an impartial way, taking into account internal perceptions as well as the external client view. There are three award levels – gold, silver and bronze which are derived from a published standard and give prospective clients the confidence about the customer experience they will receive from the company. The award is an independent assessment of excellence in the field of customer service and customer relationships and helps awarded companies differentiate themselves from their competitors.



The assessment is built around **four principles of customer experience**: Understand Customer Needs; Meet Customer Needs; Delight Customers and Engender Loyalty. These principles are then divided into a further 16 themes. The resulting feedback also gives extensive management information, along with recommendations to maintain and further enhance both the internal and external customer experience.

## The Outcome

Their first assessment in 2017 gained Fenchurch Law an exceptional **Gold Award**, in fact rating them (at the time) as **the best ever initial IIC assessment score** with 8.91/10, with clients rating them 9.07/10. There was a slight dip in 2018 and 2019 with scores of 8.65 and 8.72 respectively, but still exceptional scores and scores that many companies would strive for.

Their latest assessment was in early 2021, a slight delay due to the pandemic and the challenges that brought. However, despite that, Fenchurch Law have retained their **Gold Award** and really impressed with a **massive score of 9.14!** Scores for all audiences have improved right across the board.

What particularly impresses us all at Investor in Customers is their unique culture.

Staff are empowered and, rather than being bureaucratic with processes and rules, they are allowed freedom and responsibility to grow in their roles and the subsequent support of their clients. When asked whether they would recommend Fenchurch Law as a good place to work, the resulting NPS score<sup>®</sup> was an extremely impressive +92%.

Clients, when asked how likely it would be that they would recommend the firm to others, scored an equally impressive +89%. Bearing in mind the average NPS<sup>®</sup> score for a UK professional services firm is +43%, the results clearly show their commitment to **customer loyalty and experience**.

Comments from clients included:

- “Fenchurch provide excellent service and great expertise”.
- “The team provide a service second to none.”
- “They have always been a solid, consistently high-quality business, who add genuine value for policyholders.”
- Service is excellent and the team are very knowledgeable.

**Sandy Bryson, Director at IIC**, commented: “Investor in Customers has been working with Fenchurch Law for four consecutive years. Every year, the firm has demonstrated that it provides its clients with an exceptional experience attaining IIC’s highest award for client experience, Gold, each time. There is, and always has been, a genuine passion and culture within the whole Fenchurch Law team to continue to improve its service to all its clients and to consistently deliver the highest quality outcomes for them. It is such a pleasure to work with the firm.”

David Pryce **Managing Director at Fenchurch Law** added: “Providing an exceptional service is one of our key principles. Improving outcomes for our policyholder clients is number one priority and we know that the IIC process helps us improve every aspect of our service.”



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The CX Experts

Assess – Analyse – Award

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