

Hillyer McKeown 'exceptional' at the first time of assessing!

DEC 2019



Background

Hillyer McKeown (HM) is a leading law firm based in the North West of England.

HM asked Investor in Customers (IIC) to provide an independent, third-party assessment and verification of their current levels of customer experience, provide an in-depth report with analysis and business insights of that customer experience, and an appraisal to identify any areas of concern and highlight potential areas for improvement. They realised that to gain a truly honest and impartial review of the service provided, they needed to contact an independent specialist.

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.

