

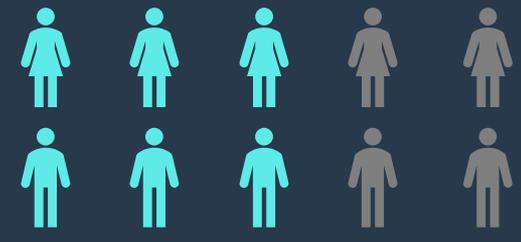
2022 IIC ON IIC RESULTS



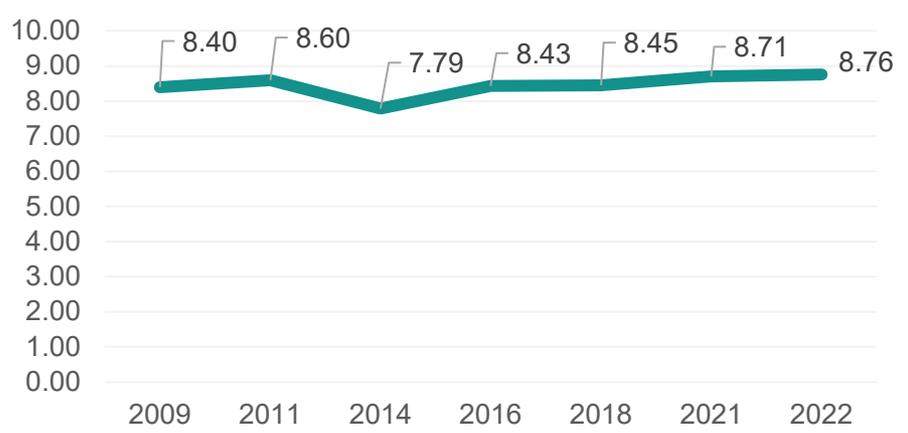
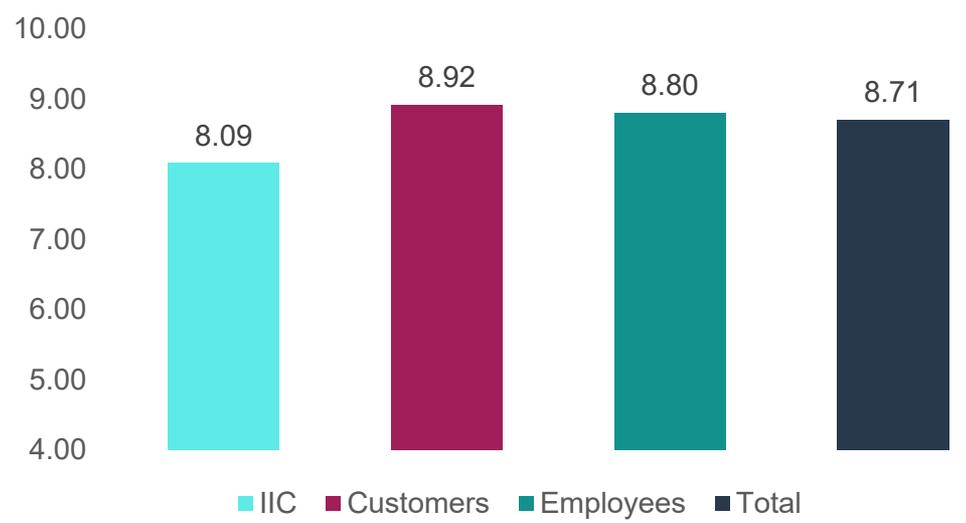
We are delighted we have retained our Gold Award!

With our highest score ever with 8.76

**THANK YOU!** We had an incredible 60% of our clients respond!

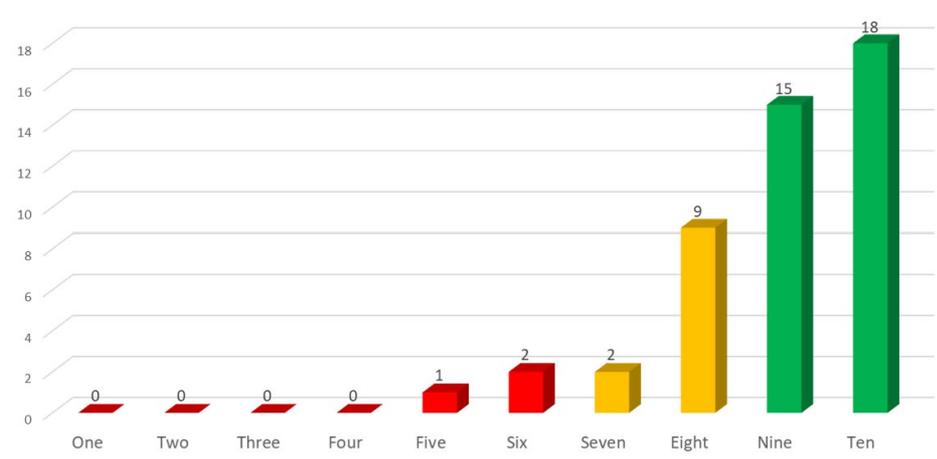


Gold across all perceptions but most importantly, **Gold from you, our clients.**



Year on year we listen to **your suggestions** and comments with the sole aim of **improving our service.**

Would you recommend us? We're **delighted to say you would.** An impressive NPS® of **64%.**



# WE ARE LISTENING TO YOU



Investor in  
Customers®

enquiry@investorincustomers.com  
0808 196 5453



*"IIC is a very great customer service benchmark. Like Trust pilot its important to have a good score . The IIC team are professional, friendly and informative. They certainly, from my perspective, walk the talk."*

*"Great service, professional and courteous team with a lot of knowledge and help on hand."*



*"Lisa, Sharon and Tony have been exceptional at explaining everything to me and making sure I'm aware of every stage and comfortable with what we're doing.*

*Lisa in particular has been at the end of the phone at all times and nothing is too much trouble for her. She's gone out of her way to help and respond to sometimes strange and last-minute requests without any hassle and has helped make the whole experience enjoyable."*

*"IIC is a great way for businesses to obtain valuable feedback from clients to drive continuous improvement plans. It is well respected and helps us boost our reputation in the market and also bench mark against other industries too."*

*"Our experience has been timely, professional, good value for money and credible."*



*"I have received a good level of service from IIC, they have been patient with our needs as a company and I value what the company does."*

*"Friendly, knowledgeable and accommodating and the survey results give an objective rounded view of what is going well and where improvements are required."*

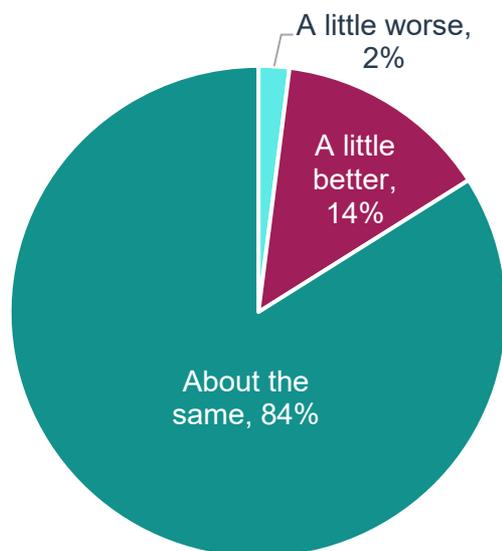


COMPARED TO 12 MONTH AGO



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We've had a lot of new clients this year, **which is fantastic**, but means we had quite a few people with nothing to compare our service levels to.

#### A little better

- "more engagement"
- "Flexibility with responding to real time questions." "Greater adaptability in obtaining responses."

#### About the same

- "Strong throughout."
- "1st time we have used so I have nothing to compare it to.."
- "We haven't been with you long enough to comment on service 12 months ago I'm afraid."
- "Greater awareness of the different areas of our business." "Greater focus."
- "Nothing - I was happy with it before and am still happy with it now."
- "It has been a great experience so far and our requirements are met."

#### A little worse

- "Changing faces"

Whilst changing faces can be a little unsettling, we see this as an opportunity. We have **lots of plans afoot** so watch this space!

We will **take your feedback on board** and do even better in 2023!

"I'm delighted with our result and would like to thank everyone who took the time to give us their feedback. **We listen and we learn.** Whilst the scores are great there are still things we can improve upon. One key area is to help you get better responses and more regular feedback from your own customers. Our new Feedback Hub service, which we will be launching this month, gives you the opportunity to gather real-time feedback throughout the year to supplement the existing deep-dive assessment that provides critical insights. Thank you for your support – the voice of our customer is the most important and valuable MI any business can have" **Tony Barritt, Managing Director**