

## CMAC Group record an outstanding silver award for Customer Experience

2020



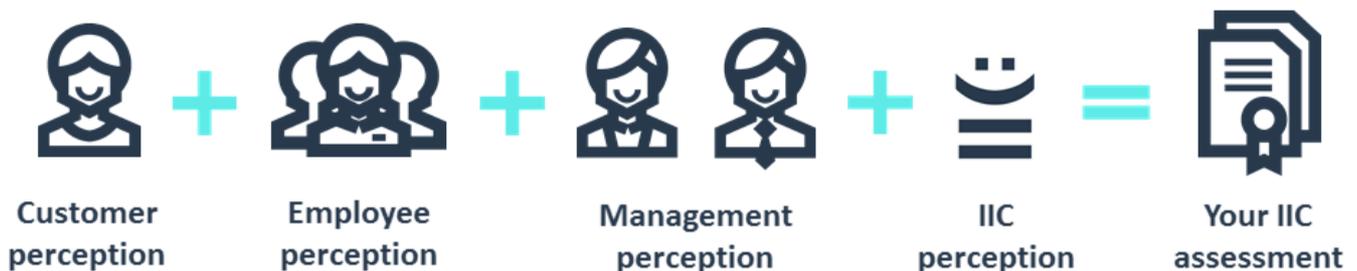
### Background

CMAC Group have over a decade of operational experience in managed transport solutions and have rapidly grown to become the go-to industry leader. They boast a client portfolio of world leading organisations and industry partners and have an impressive reputation of successfully managing transport requirements across Europe that are complex, high intensity and demanding in the service that is delivered.

The Directors at CMAC 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, especially after the firm had recently taken on a couple of new acquisitions.

### 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.

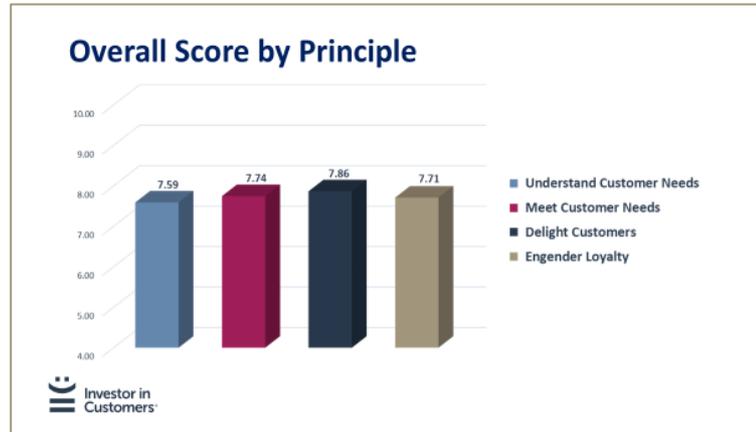


The assessment is built around **four principles of customer experience**: Understand Customer Needs; Meet Customer Needs; Delight Customers and Engender Loyalty. These principles are then divided into a further 16 themes.

## The Outcome

Going through the IIC process, for the first time, in March 2020, CMAC Group obtained an outstanding **Investor in Customers 'Silver' award**.

The company received solid scores across all four IIC themes and provided actionable insight and comments from employees and clients alike.



The IIC results have given CMAC Group feedback they can use to continue to grow their business.

**Comments** from clients included:

- “CMAC always go above and beyond to deliver what is required. Their Customer Services is second to none and the support they provide during incidents is really valued and appreciated by our business.”
- “I believe CMAC are the leading supplier in the market.”
- “We've always had great performance. Any changes to procedures are always embraced without complaint and we continue to work together to seek ways to improve our operation.”

**Tony Barritt, Managing Director at IIC**, commented: “CMAC have done really well to achieve a Silver IIC Award in their first assessment. The majority of customers are delighted with the service provided and there is clear evidence that the senior management team both recognise the importance of putting the customer first and empower employees to take appropriate action at the right time. It is clear that their desire to “treat people how we would want to be treated” is understood and actioned throughout the organisation.

**Peter Slater, Director at CMAC Group** added: “We’re pleased and proud to receive recognition for our commitment to providing high quality levels of customer service. Delivering exceptional solutions for clients is at the very core of CMAC Group’s mission and it’s important that we continue to understand their requirements. The actionable insights provided by IIC are pivotal to CMAC’s growth plans.”

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