

We bring the insight.
You reap the rewards.



Be Remarkable
investorincustomers.com



**Investor in
Customers®**

If you need to prove you treat customers fairly and put their needs first. If you want to attract and retain more business, increase employee engagement, boost profitability and be remarkable. Then you need us.

At Investor in Customers, we exist to help companies like yours harness the power of insight to improve your customer experience – both inside and outside of your organisation.

Here's how remarkable takes shape:



Uncover insights

By using verified survey methodology, we'll get feedback from your customers, employees and management team. Uncovering the truth behind your customer experience.



Reward best practice

Once you've reached our standard, we'll accredit you with an Investor in Customers Award to promote trust and reassurance in your brand, and help you prove adherence to any regulatory guidelines for treating customers fairly.



Identify service issues

We get straight to the root of the problem by identifying the weak links in the customer experience that your employees and managers deliver. Our findings are then presented in a detailed insight report that's divided by sixteen themes, plus your chosen employee and customer segmentation.



Provide bespoke support

Our surveys and reports follow a core framework, but they're personalised to your unique challenges and requirements. From planning to implementation, you'll be supported by our team of experts. What's more, after our findings have been presented, we'll continue to be on-hand for any advice and guidance as and when you need it.



Drive improvement

By finding the quick wins for sustainable change, we'll form a plan of action. We will help you resource any initiatives you don't have the time, or expertise, to deliver yourselves. Plus, we'll share best practice examples and benchmarks from the Investor in Customers community.



Affordable and easy

Our multi-year subscription model offers you an affordable annual customer experience appraisal of your business. Helping you validate the changes and progress you make, year-on-year.



Your customers have the power of choice.

Today's customer is in control. Any relationship that you have with them is on their terms. 70% of all consumer purchases are made after looking at review sites first.

A brand's reputation is built on developing trust, treating customers fairly, anticipating their needs and being easy to do business with. Our statistics show that customers are 5x more likely to buy from a company that delivers great customer experience.

By listening and acting on our assessment feedback, you can and will improve your customer experience.

76%

of our clients improve their service and IIC scores by their second assessment, and many report a double-digit increase in profits.

73%

have seen improvements in their customers' loyalty, reducing expensive acquisition costs and creating powerful advocates of their brand.

77%

have used their IIC findings to build employee engagement. Research shows a direct correlation between motivated employees and happy customers.

Here's what our clients say...

"The programme has helped provide the direction to move our business forward."

Tenet Group

95%

say we make everything as straightforward as possible.

92%

agree we provide good on-going service and support, helping make sure their IIC assessment delivers measurable results.

"We'll be entering year five with Investor in Customers and we're still pleased to be advocates of the service."

Age Partnership

95% of our clients recommend us, here's why:

- The credible, excellence of the insights
- Ease and cost efficiency of the service
- Strategic business benefits
- The endorsement of the Investor in Customers Award

Remarkable is in your reach.



Investor in
Customers®
Gold 2018

We've been operating for more than 10 years and are trusted by a wide variety of businesses to deliver insight, pinpoint issues and verify their customers' experience. We've already surveyed over 2 million people and accredited 250 businesses with the IIC Award.

To find out how you can boost your profitability and drive business success, call us on **0800 024 8895** or visit investorincustomers.com

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