

Outstanding Silver Award

JULY 2018



The Challenge

Core Management Logistics (CML) is a privately owned supply chain services company who provide international freight forwarding, warehousing, multichannel fulfilment, value added services (VAS) and returns processing. They pride themselves in offering flexible and tailored logistics solutions, with the personal touch and providing exceptional standards of customer care.

CML invited Investor in Customers (IIC) to provide an independent third party assessment of their current levels of customer experience and to identify potential areas for improvement.

The Solution

Investor in Customers (IIC) is the UK's largest independent assessor of customer experience and award provider. The IIC assessment is built around a unique model assessing a business' **customer experience** from the perspectives of Customers, Staff and Managers across **4 principles**: Understanding Customer Needs, Meeting Customer Needs, Delighting Customers and Engendering Customer Loyalty. These principles are then divided into a further **16 themes**. IIC also provides an independent, third party view of the business' customer experience.

There are 3 award levels: Gold, Silver and Bronze. The award is an independent mark of distinction, which provides existing and prospective customers confidence of the customer experience they will receive from the business. It also helps companies differentiate themselves from their competitors. Most importantly, the assessment feedback provides a balanced appraisal of the business' customer experience from all four perceptions and to a unique level of detail that enables IIC to provide tactical and strategic insights to the board or management team of the business.



The Outcome

IIC asked CML's customers, team members and managers to complete an assessment questionnaire. The result is an "outstanding" Silver award to CML in only their first assessment

A fantastic result with some very high scores from their customers.

The highest score from customers was given to CML for acting with fairness, integrity and honesty. Also high on the list was an acknowledgement that the CML team is friendly and willing to help and can be relied upon to do what is right for its customers. So its not surprising that another high scorer was customers being willing to recommend CML to other customers.

A fantastic result with some very high scores from their customers proving that the customer really is at the core of their business.'



A resounding 62% of CML's customers would recommend them to others.

Some excellent feedback and insight was received from both team members and customers and now CML are committed to further improvement, going for an overall Gold award next time! They have already developed a 'next steps' action plan with IIC to ensure that recommended improvements are delivered over the next year

Comments from clients included:

- "My experience with CML to date has been faultless, challenges will always arise and it's how you handle them that makes the difference and that is where CML stand out."
- "The team they have is strong & work together well, meaning the service we receive remains the same, solid and dependable, we never doubt CML."
- "They are efficient and have never let me down."
- "Everything, from enquiry to delivery is fantastic."
- "Everything they do is core to the customer experience and promise"

Kerry Delaney, Commercial Director CML said: 'Here at CML we pride ourselves on providing exceptional levels of service to our customers. The fact that our customers scored us so highly goes to prove that we deliver what we promise. An overall Silver assessment is a fantastic achievement by the team at CML. I'm confident that with the actions we are putting in place, we will get the Gold award next time'

Sandy Bryson, Director of Investor in Customers added: "When examining the business, it was clear that CML go above and beyond when it comes to both employees and customers, so we are delighted to award the business with this accolade. On behalf of everyone at Investor in Customers I would like to congratulate CML on their commitment to ensuring it provides its customers with high levels of service."

Contact us.

17 Ensign House, Admirals Way, Canary Wharf,
London, E14 9XQ 0800 024 8895
Or contact Sharon on 07467 956343
sharon.clapp@investorincustomers.com
www.investorincustomers.com

Stay updated with IIC news
and join the conversation.

 /company/IIC_UK

 @IIC_UK