

# Exceptional at the first time of assessing!

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## The Challenge

Duncan and Toplis (D&T) is one of the largest independent firms of chartered accountants in the East Midlands area. It's employees take great pride in getting to know their clients' businesses inside and out, and aim to be a partner that can be trusted to provide strength, direction and value. Managing Director, Adrian Reynolds commented: "Before our assessment, we were confident that our clients receive a great service but we wanted to be sure."

## The Solution

The Investor in Customers (IIC) Award is an independent mark of distinction based on a model which measures the customer experience in an impartial way, taking into account internal perceptions as well as the external customer view. There are three IIC Award levels – Gold, Silver and Bronze - which are derived from a published standard and give prospective customers the confidence about the customer experience they will receive from Duncan & Toplis. The IIC Award is an independent assessment of excellence in the field of customer service and customer relationships and helps accredited companies differentiate themselves from their competitors.

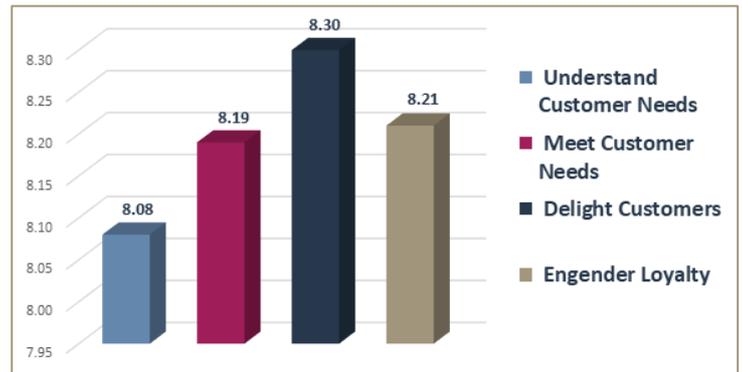


The assessment is built around **four principles of customer experience**: Understand Customer Needs, Meet Customer Needs, Delight Customers and Create Loyalty. These principles are then divided into a further 16 themes.

## The Outcome

The IIC assessment has confirmed that Duncan and Toplis are indeed truly customer centric, with an IIC Gold Award and a much higher than average first assessment score.

The company's highest score was in the Delight Customers principle, with clients awarding them IIC Gold standard in every theme – in fact, scoring them higher than employees.



### Comments from clients included:

“They are extremely helpful, very knowledgeable, pleasant, polite, trustworthy and treat matters with complete confidentiality.”

“If you have a problem, staff will respond promptly to emails or calls and that seems to be an increasingly rare thing among larger organisations. They provide quite a personal service and we deal with the same staff consistently.”

“I have complete faith in the services that they provide and I need to know that the experts that I employ can cover the bases that I can't cover. I know that D&T deliver for me and my business.”

“They are very professional, knowledgeable and put you at ease. All staff are very helpful and friendly.”

“Have been very satisfied with their services and as a small client I still feel valued as a customer”

### Managing Director of Duncan & Toplis, Adrian Reynolds added:

"Investor in Customers is a very well respected independent appraiser of customer experience and the IIC assessment was very thorough. The assessors carried out surveys of clients and team members in client facing roles and non-client facing roles. The results were fantastic: We can now proudly say that our service is of gold standard and we have the certification to prove it.

"Even though we've achieved the highest rating on our first assessment, which is very rare, we're going to use the detailed feedback to make our client service even better in future. I would certainly encourage other companies to be assessed as we have."

### Tony Barritt, Managing Director of Investor in Customers said:

“A lot of companies think they provide a good service, but their customers don't always agree - this independent assessment proves which companies really do deliver exceptional service. Duncan & Toplis' clients rated them very highly, and our assessment of their internal practices showed that they are truly committed to providing a great service. Achieving an IIC Gold Award on the first attempt is a rare achievement: The team should be very proud of the work they do because their clients are very satisfied.”

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