



Promote your customer experience with a recognised IIC Award

Being IIC accredited is independent verification and proof that you treat your customers exceptionally well - vital in the fight for differentiation, retention and new business in the 'Age of the Customer'. Our quality assessments can help you improve your customer experience and develop your competitive advantage by ensuring your customers stay longer, buy more, and say positive things about you.

Is it for you?

- Designed for **smaller businesses** with up to 5,000 customers and 50 employees.
- You want to **discover** your current performance levels in customer and employee experience, so you **understand** the size of the challenge ahead.
- You want immediate actionable insight to **improve** customer and employee experience to boost customer advocacy and retention, as well as employee engagement and motivation.
- You want **independent** verification that you treat customers fairly to differentiate you from your competition in your marketing and sales campaigns.
- You need to independently **prove** the level of customer experience you provide to your regulatory body or trade association.

What will you get?

- We will gather your customer and employee perception data via questionnaires, using our **16-point methodology**.
- We will **enable** you to listen to the voice of your customer and the voice of your employee to identify service improvements.
- We segment your results to help you **understand** how consistent your CX is across all areas of your business.
- We will **measure** your customer advocacy, identifying your most loyal customers and those that may be at risk.
- We will **deliver** you a tailor-made report that will highlight the strengths and weaknesses and key areas you need to focus on.
- Subject to achieving our standard, we will **award** you with an IIC accreditation (gold, silver or bronze).

Your IIC assessment will give you an honest, independent view that you simply cannot get from internal reports.

What is the process?

1. Create your IIC account.
2. We will then arrange for an experienced IIC practitioner to call you and:
 - a. confirm the timings for when you want to proceed.
 - b. agree your choice of additional questions to supplement those around our unique 16-point methodology. This will help you to listen to and understand the voice of your customers and employees.
 - c. agree your choice of customer and employee segments – allowing you to recognise any gaps in the consistency of the service provided and identify specific areas for improvement.
 - d. answer any queries you may have.
3. Once we have completed the call, we will set-up the individual assessments for your customers and employees together with the template emails to send your customers and employees their invitation-to-participate. We will then send them to you for sign-off.
4. You simply email your customers and employees to let them know they will shortly receive an invitation to take part in developing the customer experience you provide in future.
5. This is the point you upload your data to our secure site. Your IIC practitioner will be on-hand to help with this process as required.
6. We will then send out links to the relevant assessments to your contacts and will issue up to two reminders during the two-week period that the assessment is live.
7. Once completed, we will analyse the results and send you a comprehensive written report detailing the findings. Subject to qualifying criteria, we will then issue your IIC Award

We are fully GDPR compliant and take data security extremely seriously - both with our own records, and those we work with on behalf of our valued clients. For full information on how we process data, please read our Privacy Notice: <https://www.investorincustomers.com/page/privacy-notice/>

What is included?

- Tailored questionnaires sent to: up to 5,000 customers and up to 50 employees.
- A full comparison between the perceptions of your customers and employees about the CX delivered and received.
- Up to 2 customer segments and 2 employee segments, to allow you to evaluate your CX consistency.
- Up to 3 additional questions for customers and 3 additional questions for employees - for additional insight beyond our 16-point assessment methodology.
- A comprehensive written report, detailing the core findings of your assessment.
- Your annual IIC and Net promoter® Score – the internationally recognised loyalty measure.
- Details of all customer and employee comments (qualitative responses).
- Your IIC certificate, promoting your CX excellence award.
- The rights to use our full suite of digital award assets. To promote your excellence on your website and in any other printed or digital collateral.
- A designated IIC practitioner will be on-hand throughout the process to make sure everything runs smoothly.

A full feedback presentation and action planning meeting in your office; employee or customer briefings, and additional trophies and merchandise to showcase your award, are available on request. Additional fees apply.

Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld

Assess. Improve. Accredit. Differentiate.

Examples from the report you will receive from us

IIC will provide you with a comprehensive report, detailing all feedback scores and comparisons between key stakeholder groups and relevant segments. You will also receive copies of all customer and employee comments.

Sample output:

IIC Scored Questions - Gold	Score
Written communications from Myers are clear and straightforward	9.30
When I contact Myers they know who I am	9.28
Employees are in tune with the needs of their clients	9.10
Myers seems to understand what's important to me	9.04
Information I receive from Myers is appropriate to my needs	9.02
If my needs are not being met, Myers recognizes this and makes changes	8.86
Myers seems to anticipate my future needs	8.56

Response Group	Percentage response
Promoters (9-10)	X%
Passives (7-8)	XX%
Detractors (6 or below)	XX%
Net Promoter® Score	XX%

The IIC Award - proof that customers are at the heart of your organisation

Reach our standard and we will accredit you with an Investor in Customers Award – bronze, silver or even the exceptional gold standard - to promote trust and reassurance in your brand and to help you prove that you meet your regulatory standards for customer experience excellence.

"For us our IIC Gold Award is a **clear differentiator** from our competition, and is **solid evidence** of the service that we deliver to our clients. It's easy to say you deliver good customer service - we can **prove it.**"

DIRECTOR, SQUARE MILE BROKING

At IIC we regularly conduct (through an independent consultant) an Investor in Customers assessment on ourselves! We were delighted that in our last assessment our customers deemed us worthy of an **IIC Gold Award**, with:

- **95%** of our customers stating we make everything as straightforward as possible.
- **92%** agreeing we provide a good on-going service and support, helping make sure their IIC assessment delivered measurable results.
- **95%** claiming they would recommend us to someone else due to:
 - The credible excellence of the insights
 - The ease and cost efficiency of the service
 - The strategic business benefits they experienced
 - The endorsement of the independent Investor in Customers Award

In addition:

- **76%** of our customers improve their service and IIC scores by their second assessment. With many reporting a double-digit increase in profits.
- **73%** have seen improvements in their customer loyalty, reducing expensive acquisitions costs and creating powerful advocates of their business.
- **77%** have used their IIC findings to build employee engagement – benefitting from the established link between motivated employees and happy customers.



To find out more about how IIC can drive your business forward in the Age of the Customer, get in touch.

enquiry@investorincustomers.com

0800 024 8895

Award criteria



GOLD

Minimum average assessment score:

8

Minimum individual principal score:

7.25

SILVER

Minimum average assessment score:

7

Minimum individual principal score:

6.25

BRONZE

Minimum average assessment score:

6

Minimum individual principal score:

5.50

Promote your award in style with the option to upgrade. Choices include glass trophy, wall plaque and framed certificate.

Additional merchandise is available on request.



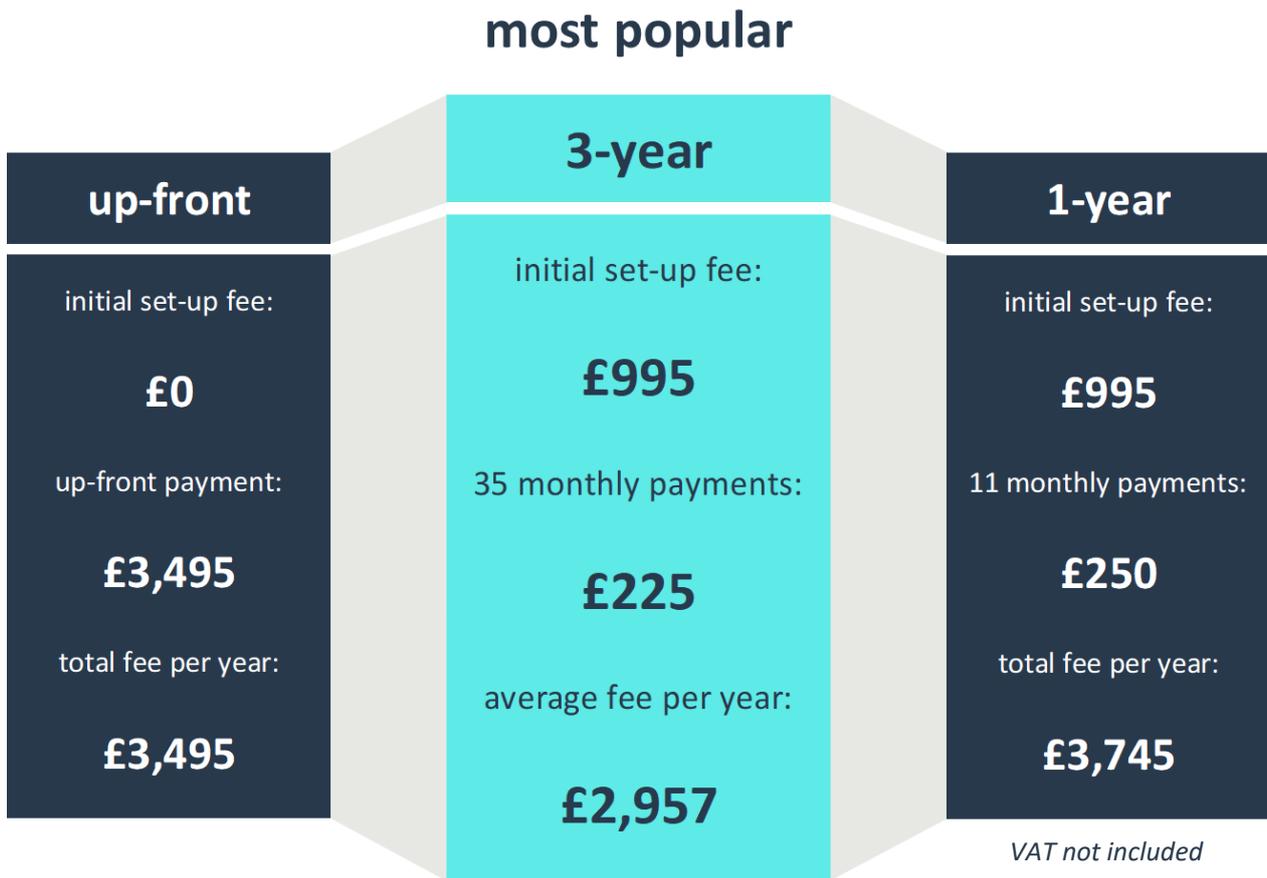
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Pricing

Helping you validate the progress you make, year-on-year, with piece of mind. Our multi-year subscription option offers an affordable way to assess and maintain your IIC accreditation on an annual basis.



SAVE >15%

Develop your competitive advantage by ensuring your customers stay longer, buy more and say positive things about you.



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