



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 detailed 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 included?

- Tailored questionnaires sent to: up to 5,000 customers and up to 50 employees.
- A full comparison of our 16-point CX assessment between the perceptions of your customers and employees.
- 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

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/>

Assess. Improve. Differentiate.

Examples from the report you will receive from us

We 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:

Investor in Customers Assessment Report

Smithson & James Group

January 2019

IIC Investor in Customers

Principle Scores

Your overall award principle scores are shown here, based on a combination of your customer and employee results.

This shows how well (on a 1-10 scale) your company performs overall in the areas of customer experience.

You need to focus on the low scores to identify areas where you can improve the experience you provide and to implement changes across your business.

However, it is also important to recognise those areas where you do well, ensuring you continue to deliver (and even improve) your service delivery in the areas where your customers believe you excel.

Your IIC Score by Principle

Principle	Score
Understanding Customer Needs	8.45
Meeting Customer Needs	8.20
Delighting Customers	8.83
Engendering Loyalty	8.46

IIC Investor in Customers

Explanation Panel

The principle scores shown here, highlight the difference in perception from your customers and employees.

In most organisations employees higher than customers. This is usually due to a lack of feedback provided to employees on the front line and customer complaints being dealt with by a separate team.

To ensure that success and failure are communicated to the people who can make a difference to that improvement, we've identified and implemented quality. And, of course, employee morale will improve if teams are allowed to know well they are performing to a high level.

Where employee scores are higher than customers it is important to make sure they are not complacent and have stopped looking for ways to improve the service they provide.

Where employee scores are lower than customers, this indicates they are aware of issues. They question to what is stopping them doing something about it? Decide where they could do this differently, choose not to or empowerment - where they don't feel they will get management support by implementing a new way of working.

Customer and Employee Principle Comparison

Principle	Customer Score	Employee Score
Understanding Customer Needs	8.80	8.45
Meeting Customer Needs	8.90	8.00
Delighting Customers	9.11	8.75
Engendering Loyalty	9.38	8.23
Total	9.02	8.36

IIC Investor in Customers

Principle Scores

Your overall award principle scores are shown here, based on a combination of your customer and employee results.

This chart shows the 18 key theme results for both Customer and Employee. The principle scores for Understanding Customer Needs to the extent of Communication. With the principle containing the highest scores of 10, we need to delight customers and engender loyalty.

The two lines show the separate scores for each theme for customers and employees. The scores of the chart show areas which are rated lower on average than other themes. Right towards the edge of the chart show areas which are rated higher on average within your assessment.

In the same way as principle scores it is important to recognise those areas where employees think they are doing better (what advice do they have to prove this?) and where they are lower (what is stopping them doing something about it?).

Customer and Employee Theme Comparison

IIC Investor in Customers

High Ranking Customer Scores

This table shows those questions which our customers answered with an average of 8.00 or above, full on the 10 award scale.

These are the areas where you are doing really well in your customer's eyes.

There is no room for complacency as the expectations of customers is rising all the time and there is more you could do to be seen in the same way next time.

Look at the areas where you're doing well and think about whether these are priorities to that high standard every time and do consistently in all areas of your business.

I don't think about ways you could make these scores even better.

Share results with employees - positive feedback, emphasising the strengths of your business, will be vital for employee morale and motivation.

Customer Scored Questions - Gold

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 recognises this and makes changes	8.86
Myers seems to anticipate my future needs	8.56

IIC Investor in Customers

Net Promoter®

Your Net Promoter® Score helps show the level of loyalty that exists between your customers and your company. Customers answer the question "How likely are you to recommend the company to others?" Your NPS is then calculated by subtracting the percentage of Detractors (scores 0-6) from the percentage of Promoters (scores 9-10).

Promoters (scores 9-10) are loyal customers who are highly satisfied with your company and will continue to purchase from you as well as referring others to us too. They are less price sensitive and receptive to buying more, so it is important to make sure they continue to receive the level of service they require.

Passives (scores 7-8) are satisfied, but not necessarily loyal customers. They are happy with what you provide but may well be looking elsewhere.

Detractors (scores 0-6) are usually the most unhappy customers who are not only dissatisfied by the way you do things, but may also be more vocal in providing negative reviews. These customers are also likely to be the source of more complaints. Getting them back on side will need more focused and rapid complaint handling time.

Customer Net Promoter® Score

How likely are you to recommend the company to others?

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

IIC Investor in Customers

Assess. Improve. Differentiate.

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

+44 (0)800 024 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.



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



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