



Helping you grow your business through enhancing your customers' experience

Our in-depth assessments provide you with a detailed diagnostic and clear action plan to help you benchmark and improve your customer experience - vital in the fight for differentiation, retention and new business in the 'Age of the Customer'. Being IIC accredited is independent verification and proof that you treat your customers exceptionally well. We help you develop a competitive advantage by ensuring your customers stay longer, buy more, and say positive things about you.

Is it for you?

- Designed for **larger businesses with more than 5,000 customers and 50 employees**.
- You want to **transform** your business to put CX at the heart of everything you do, because you know that means winning and retaining more business, as well as attracting better employees and keeping them.
- You want immediate actionable **insight** to identify dissatisfied customers to put in place strategies to keep their business.
- You want a clear action plan (and on-going support) to **put customers at the heart of your business**.
- You want to **identify** how well your employees engage with your customers and how committed they are to delivering an exceptional and consistent CX, as well as identifying how they can support each other to focus on customer needs.
- You want to **establish** a position of differentiation to win new business.
- You need to independently **prove** your level of customer experience for your regulatory body or trade association.

What will you get?

- We will gather your customer, employee and management perception data via questionnaires, using our **16-point methodology**, and add our IIC perception and analysis to give you a true 360° stakeholder analysis of your CX and EX.
- We will **enable** you to listen to the voice of your customer and the voice of your employee to identify service improvements.
- We will **measure** your customer advocacy, identifying your most **loyal** customers and those that may be at risk.
- We will present your fully segmented analysis and insight report face-to-face and create a **bespoke** action plan for your business, with active touch-points with IIC along the way to help keep you on-track over a 12-month period.
- Subject to achieving the standard, we will **award** you with an IIC accreditation (gold, silver or bronze).
- **Membership** of the IIC community to benchmark your results against other customer centric organisations, share best practice and keep up-to-date with leading exponents of CX.

Assess. Improve. Differentiate.

What is included?

- Tailored questionnaires sent to your customers; employees and senior managers.
- Unlimited customer and employee segments. With specific questionnaires for each segment if required.
- Unlimited additional questions for customers, employees and senior managers - for additional insight beyond our 16-point assessment methodology.
- An independently verified Net Promoter® score to assess customer and employee loyalty and identify the reasons why customers and employees will or won't recommend you to others.
- A full presentation to your project team detailing all results.
- An executive summary presentation to your senior team – highlighting the core results and key actions to take.
- Copies of all presentations.
- Details of all customer and employee comments (qualitative responses).
- Your independently verified IIC Award, together with customised IIC trophy and certificate, promoting your excellence in CX.
- The rights to use our full suite of digital award assets. For use on your website and in any other printed or digital collateral.
- 12-months on-going support to discuss new initiatives, sense check customer experience strategies and to benefit from IIC's 12-years' experience as one of the UK's leading customer experience consultancies.
- Access to the IIC Community allowing you to benchmark your customer experience activities with other organisations across a wide spectrum of industries. Sharing best practice and learning from each other about how to exceed ever increasing customer expectations.
- Your designated IIC practitioners will be on-hand throughout the process to make sure everything runs smoothly, and you get the maximum benefit from your assessment.

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/>

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

What does a typical timescale look like?

Week	Task
1	<ul style="list-style-type: none"> Agree final timetable – confirm live date Agree final requirements (data segments, question sets, additional questions, email wordings)
2	<ul style="list-style-type: none"> Send pdf and eps images of logo for use on survey and award IIC complete the questionnaire set-up and send links for testing/sign-off plus example survey invites Send list of URLs for IT department to whitelist
3	<ul style="list-style-type: none"> Sign-off the questionnaires and email wordings Issue warm-up emails to staff and senior management Return the IIC Pre-Assessment Questionnaire
4	<ul style="list-style-type: none"> Issue warm-up email to customers IIC to provide secure SharePoint file for data transfer Upload final data spreadsheet to SharePoint file, once opt-outs/bounces have been removed Launch the assessments to customers, staff and managers
5	<ul style="list-style-type: none"> Monitor response rates and issue reminders (if appropriate) Issue final reminder (if appropriate)
6	<ul style="list-style-type: none"> Research phase completed, database closes Analyse results & prepare customer feedback
7+ <i>on-going</i>	<ul style="list-style-type: none"> Initial feedback presentation Follow-up workshop and executive action planning meetings

The end-to-end process for a full IIC assessment, is designed to cause minimal disruption to your day-to-day business activities. Usually full feedback is provided within 6-8 weeks with on-going support for a further 12 months.

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

We will conduct an implementation meeting with you to agree how to adapt the IIC framework to best suit your needs. This meeting will allow us to agree the best questions to provide the information you require; the segments that you wish to analyse and the best time to run the project.

We will send questionnaires to all (or a selection of) your customers, employees and management. In addition, or alternatively, we can set up dedicated URL links to the relevant surveys which can be sent directly to customers by your senior team or key account managers.

We use standard question sets but, where appropriate, will tailor these to your business requirements. The customer and employee question sets are different but cover the same topics, which allows direct comparison between internal and external perceptions of your business. We include “free text” questions which tend to point to specific areas where improvements can be made.

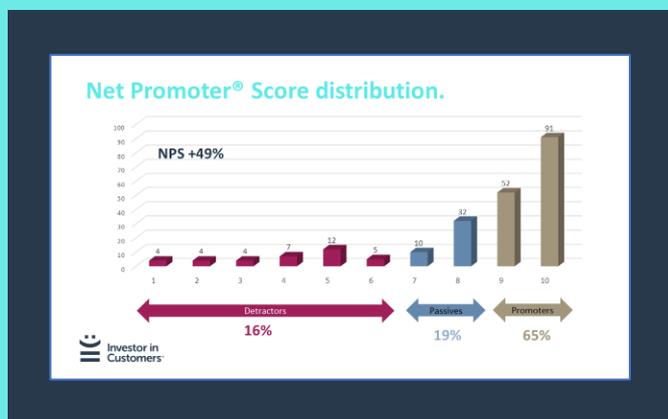
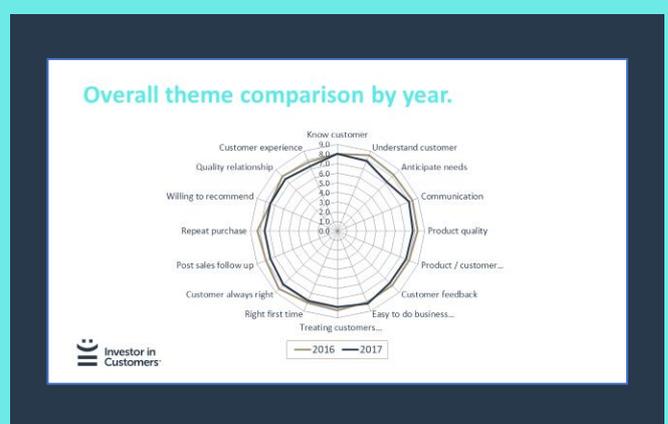
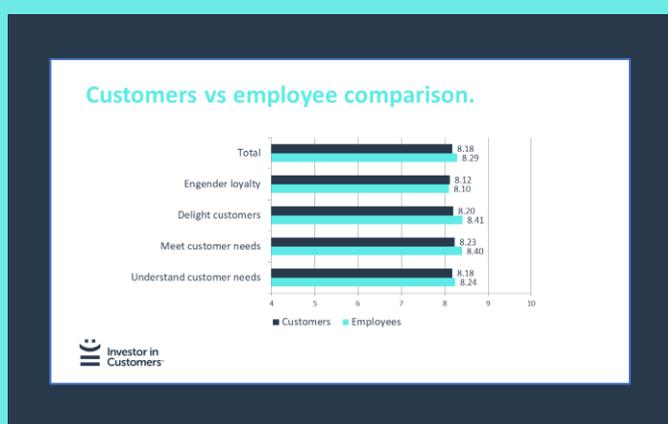
We also ask you to complete a short questionnaire which asks you about how you deal with your customers (complaints procedures, how you collect feedback etc). The responses to these questions, together with analysis of your website and literature are scored to provide an external perception of your customer centricity.

We will work with your project team to help with data, agreeing questions and email communications. We suggest that you brief key members of your team as soon as possible and mention the project to all employees and customers in advance. This helps to drive up response rates and assures customers that the questionnaires are genuine. The process usually involves you sending a warm-up email out a few days before we go live. We will provide you with examples of briefing documents and warm-up communications.

Examples from the report you will receive from us

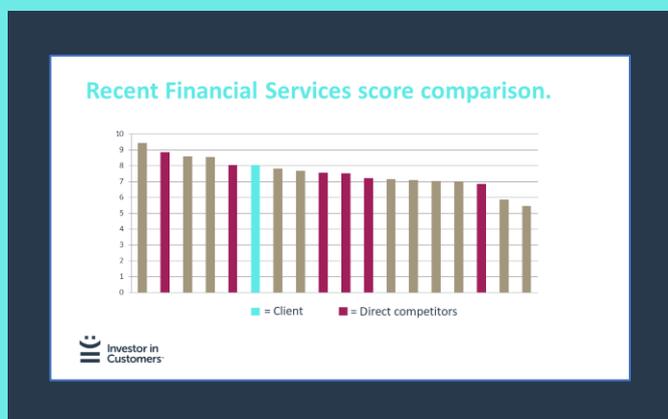
We will provide you with a comprehensive report, detailing all feedback scores and comparisons between key stakeholder groups and relevant segments, together with a benchmark to how you compare to other IIC customers. We also deliver an action plan detailing the steps to take to improve the service you provide. You will also receive copies of all customer; employee and management comments.

Sample output:



Detractors: why did you answer that way?

- Because I have doubts that I was given the right insurance for several years.
- Service and staff are very good. However the cost of insurance has risen substantially in recent years.
- There are many insurance companies around who probably offer a better price and more up to date way of communicating. e.g live chat, change policy on line, log in to an account online.
- Competitive quotes. Resistant to claims. Need to complain to get revised decisions.
- My experience of xxx has been fine neither very good or bad. However, I am deeply unhappy with the way in which the appointed loss adjuster has dealt with our claim and I am of the view that xxx needs to monitor more closely the activity of the loss adjuster to ensure that xxx and their customers are receiving a reasonable standard of service.
- Because I have had negative experience with xx in the past which led me to believe I'm not valued.
- I was not impressed with recent contact.



Action plan.

Action	Detail	Timing	IIC Support
Develop customer champions	<ul style="list-style-type: none"> Introduce cross-functional teams to allow better understanding of how teams interact (breaking down silos and sharing best practice) Introduce customer champions at each business area 	Within 60-days	Facilitate initial meetings
Review systems and procedures	<ul style="list-style-type: none"> Identify need for an enhanced CRM system to allow information to be shared more effectively (bearing in mind that it is also a cultural issue – employees needing to record information regularly and accurately). Identify what other system restrictions get in the way of servicing the customer. 	Within 90-days	N/A
Develop customer journey maps	<ul style="list-style-type: none"> Identify key touch points. Recognise improvements (wow factors) at each stage. 	Within 90-days	Conduct CIM training and analysis

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.



We have worked with IIC for almost 10 years. Throughout that period IIC has become a cornerstone of our client-first strategy; helping us to engage our people in pursuit of client service excellence. There is no doubt IIC has played a significant part in the success of our organisation and in building our enviable client ethos.

Group Chief Executive, Jelf

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 a personalised glass trophy, wall plaque and framed certificate, in each of your offices or business locations.

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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