

# IIC Assessments - Feature Comparison

## Essential vs Insight360

	<b>Essential</b> developed for <b>smaller</b> organisations	<b>Insight360</b> developed for <b>larger</b> organisations
<b>Stakeholder perceptions</b>	<ul style="list-style-type: none"> <li>Customers</li> <li>Employees</li> </ul>	<ul style="list-style-type: none"> <li>Customers</li> <li>Employees</li> <li>Senior Managers</li> <li>Our unique IIC perception</li> </ul>
<b>No. of customers</b>	<ul style="list-style-type: none"> <li>Up to 5,000 customers</li> </ul>	<ul style="list-style-type: none"> <li>Up to 20,000 customers (price scales thereafter)</li> </ul>
<b>No. of employees</b>	<ul style="list-style-type: none"> <li>Up to 50 employees (including management)</li> </ul>	<ul style="list-style-type: none"> <li>Up to 500 employees (price scales thereafter)</li> </ul>
<b>No. of senior managers (as a separate group)</b>	<ul style="list-style-type: none"> <li>Not Applicable</li> </ul>	<ul style="list-style-type: none"> <li>Up to 150 senior managers (price scales thereafter)</li> </ul>
<b>External perception</b>	<ul style="list-style-type: none"> <li>Not Applicable</li> </ul>	<ul style="list-style-type: none"> <li>Unique IIC perception of how customer centric you appear to prospective customers</li> </ul>
<b>Assessment methodology</b>	<ul style="list-style-type: none"> <li>16 quantitative questions</li> </ul>	<ul style="list-style-type: none"> <li>16 or 32 quantitative questions</li> <li>Separate questionnaires for key segments (if required, additional costs apply)</li> </ul>
<b>Additional questions to assessment methodology</b>	<ul style="list-style-type: none"> <li>3 additional questions for customers</li> <li>3 additional questions for employees</li> </ul>	<ul style="list-style-type: none"> <li>Unlimited additional questions for customers</li> <li>Unlimited additional questions for employees</li> <li>Unlimited additional questions for senior managers</li> </ul>

<p><b>Qualitative question responses</b> <i>(voice of the customer and employee)</i></p>	<ul style="list-style-type: none"> <li>▪ All customer and employee comments from additional questions</li> <li>▪ Word cloud of key sentiments</li> </ul>	<ul style="list-style-type: none"> <li>▪ All customer, employee and senior management comments from additional questions</li> <li>▪ Word cloud of key sentiments</li> <li>▪ Sentiment analysis on all free text comments</li> </ul>
<p><b>Perception comparisons between customer and organisation</b> <i>(gap analysis)</i></p>	<ul style="list-style-type: none"> <li>▪ Customers compared to Employees</li> </ul>	<ul style="list-style-type: none"> <li>▪ A full 360-degree comparison between perception</li> <li>▪ Customers compared to Employees</li> <li>▪ Customers compared to Senior Management</li> <li>▪ Employees compared to Senior Management</li> </ul>
<p><b>Segmentation</b></p>	<ul style="list-style-type: none"> <li>▪ 2 customer segments</li> <li>▪ 2 employee segments</li> </ul> <p>Up to 2 customer segments and 2 employee segments, to effectively evaluate your CX consistency.</p>	<ul style="list-style-type: none"> <li>▪ Unlimited customer and employee segments with the additional flexibility to send differentiated questionnaires, to thoroughly evaluate your CX consistency with maximum depth.</li> </ul>
<p><b>Net Promoter Score®</b></p>	<p>Yes</p>	<p>Yes</p>
<p><b>Assessment reporting and diagnostic</b></p>	<ul style="list-style-type: none"> <li>▪ A comprehensive written report, detailing the core findings of your assessment.</li> </ul>	<ul style="list-style-type: none"> <li>▪ A comprehensive written report, detailing the core findings of your assessment.</li> <li>▪ A full presentation to your project team detailing all results.</li> <li>▪ An executive summary presentation to your senior team – highlighting the core results and key actions to take.</li> <li>▪ Copies of all presentations.</li> </ul>

<b>Client liaison</b>	A designated IIC practitioner will be on-hand throughout the process to make sure everything runs smoothly.	Your experienced IIC consultant and team of designated IIC practitioners will be on-hand throughout the process (and for the following 12-months) to make sure everything runs smoothly, and to help you move in to your implementation phase and ensure you get the maximum benefit from your assessment.
<b>IIC Award digital assets</b>	Yes	Yes
<b>IIC Award certificate</b>	Yes	Yes
<b>IIC Award glass trophy</b>	X (available to purchase)	Yes
<b>Aftercare and support</b>	X (available to purchase)	12-months on-going support to discuss new initiatives, sense check customer experience strategies and to benefit from IIC's experience as one of the UK's leading customer experience consultancies.
<b>IIC community membership and benchmarking</b>	X	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.