

'Exceptional' six years in a row!



INTERNATIONAL FINANCIAL DATA SERVICES

The Challenge

International Financial Data Services (IFDS) are the largest administration and technology outsource provider in UK, Canada and the USA, and are continuing to grow throughout the rest of Europe and the Asia-Pacific region. The challenge was to maintain their 'exceptional' 3 star status for the 6th year running.

The Solution

IFDS first teamed up with Investor in Customers in 2008 to give a complete independent view of the customer experience. The assessment involved research by IIC combined with feedback from customers, team members and senior management to assess how well the business understands its customer needs and how well it delivers services that meet those needs.

The assessment has been run on an annual basis since 2008 the first two assessments scored a high 2 star but showed what improvements needed to be made. Since then the following 6 annual assessments have all qualified for the Investor in Customers 3* 'Exceptional' award.

The Outcome

A truly remarkable & unique achievement. The overall trend of scores shows a consistent rise in customer experience which is remarkable as it shows IFDS are not just meeting increases in customer expectation but continue to exceed them.

IFDS offers an excellent and consistent service to all customers, with an emphasis on providing an individual and, where possible, personalised service.

Customers scores are, in fact, higher than staff scores which show that staff throughout the business are always looking at how they can do things better. If, processes that we have suggested are put in place for the next assessment—could we be looking at our first maximum 10 company?

High customer scores show that IFDS provides a service that is based on the needs of customers; their customers are being delighted and there is a clear perception that IFDS staff go 'out of their way' to help customers and do so in a friendly and professional manner.

The customer NPS® score is an incredible +92% with 94% promoters and just 2% detractors. Bearing in mind that in 2014 the highest NPS® score was from Apple with +62.4%, this emphasises how good IFDS are.

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

Key findings

Customers see 'personal service' as a key determinant of whether they have a good customer experience.

Customers also value the fact that IFDS is based in the UK.

There is a feeling of consistency of the service provided by all staff.

Any customer concerns are around systems rather than service – some delays in getting through but when they do staff are friendly and helpful.

Staff understand what they should be doing and recognise potential short-comings, appreciating that they could be even better.

Overall recognition that the basics are in place and consistently carried out well and that staff know what to do – and do it consistently.

Matt Kemp, Director of Client Services at IFDS said: "At IFDS we are extremely proud that the 2015 IIC assessment endorses and reflects the passion we have for delivering world leading service. The uniqueness of our service offering across 40+ different brands is reflected through the engagement we have with our team and supporting the promise we make that business is built on great experiences. We achieve this by improving each and every customer experience on every call, letter, email and chat we receive.

The objectivity of the IIC assessment and wide ranging factors allow us to specifically focus on areas for improvement whilst acknowledging the activities we do very well.

The independence of the assessment will continue to be the main driver in us continuing with this process and relationship."