

## Newsbrief.

JANUARY 2018



### IIC in 2017: a year in review.

As 2018 gets underway, here at Investor in Customers, we have been reviewing last year's key learning points. We are delighted to report that in the last year we questioned over **43,000 of your customers**, gathering more feedback than ever before for our clients. The number of businesses we accredited has almost doubled since 2015, and **increased by 20%** in the last year. We saw a **record number of IIC Gold Award** winners – the figure for 2017 standing at an impressive 21. It's a record high for IIC, but you'll observe it is still a low figure because achieving the IIC 'exceptional' standard is no easy feat!

2017 was also a year for being welcomed into new sectors, and we assessed our first veterinary practice, our first charity and our first building society. The autumn of 2017 saw our **MD, Tony Barritt** taking part in the UK Customer Experience Awards as a judge. He said:

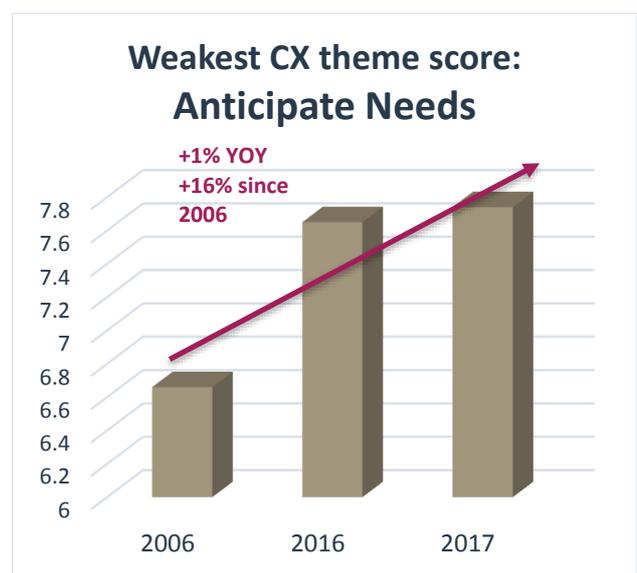
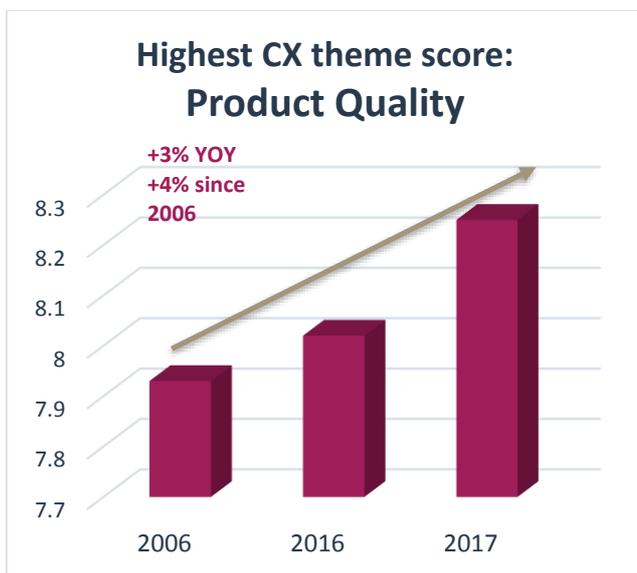
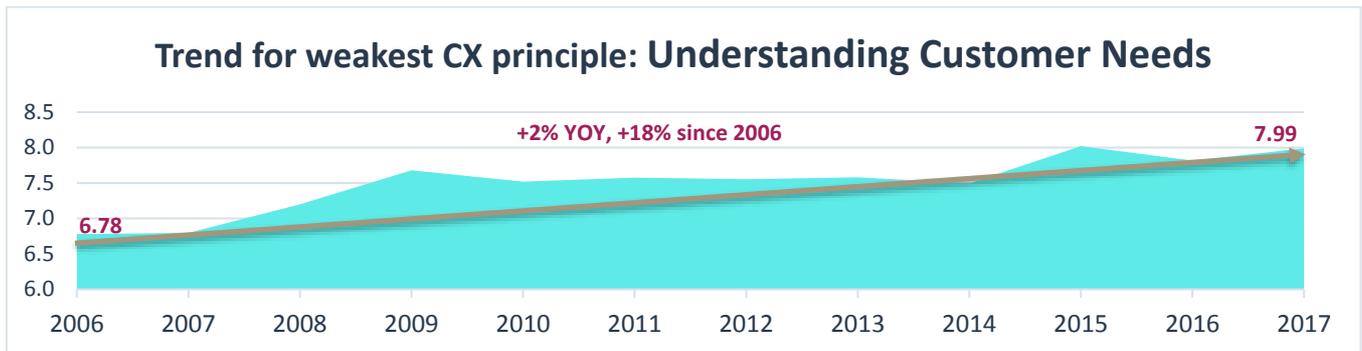
"Judging CX awards is always an interesting experience, not just to discover how different organisations focus on their customers but also to understand what they consider to be most important. I also find it refreshing that some actions that award nominees consider innovative are things that IIC clients have been doing for years!

One area that many nominees fall down on is focusing on a single area of the business. True exponents of customer centricity recognise that they have to deliver a consistently high experience across all areas of their business at all times, with employees at all levels engaged in the process."

This engagement is key. Significantly our statistics show that **over 70%** of managers and employees rate the CX they deliver higher than their customers. Senior managers usually give the highest rating of all. It is vital to set up initiatives to close the gap and track progress year on year.

## 2017 IIC assessment data trends.

Whilst there are strengths and weaknesses, the positive story over the last 12 years at IIC is the trend for assessment scores to increase, proving our clients are getting better and better at delivering CX excellence.



But in an ever competitive world, even excellence can be improved. In 2018 we will continue to help our clients build strengths and address weak spots. Particularly understanding and anticipating customer needs.

## A few of our 2017 client 'heroes'...

At Investor in Customers we have the privilege of working with a variety of forward-thinking, customer-focused businesses. In celebration of the hard work that our clients put into delivering great customer experience, here are some of our heroes of last year.



**IIC's highest scoring newcomer** was **Fenchurch Law**, who we were delighted to be tasked with first assessing in 2017, resulting in an impressive IIC Gold score and a very high NPS® too.



**Our first IIC Gold Award** went to **Lowell Financial**. In 2017 we changed our 1, 2, 3 star-rating system to Bronze, Silver and Gold. We have worked with them for five years, and they have been 'exceptional' since 2014.



**Impressive implementation of IIC assessment feedback** goes to **Together Trust**, our first charity client. Following their IIC Gold Award accreditation, they took the feedback, and in communication with their residential homes and schools created step by step action plans.



**Best progress and improvement** of the year goes to **1<sup>st</sup> Credit** who have made significant progress since starting work with IIC in 2014. Their 2017 assessment saw increased scores in every respondent group.



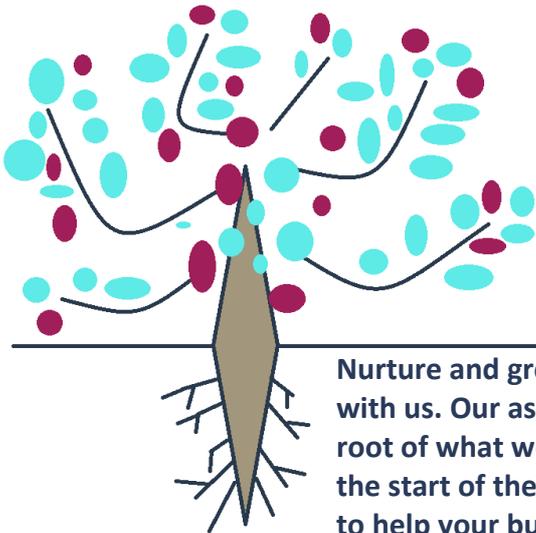
**IIC's most consistent and invested client** is **RAM Tracking** who have completed an impressive four assessments in two years. They invest in working on their CX every six months and have reached the IIC Gold Award standard for the last three.



**Our highest ever scoring client** happens to have been a 2017 accreditation; **Robinwood Activity Centres Ltd** reached an impressive 9.47 score with an NPS® of +94%.



**Great employee engagement** goes to IIC Gold Award achievers for five years running, **Age Partnership**, who demonstrated excellent employee engagement in last year's assessment with high IIC and NPS® scores. Key describing words from employees included 'forward thinking', 'innovative' and 'caring'.



Nurture and grow your CX expertise with us. Our assessments are the root of what we do, but they are just the start of the services we can offer to help your business performance and profitability flourish.

**“The assessment process and customer journey mapping work we’ve undertaken with IIC has been invaluable in providing independent insight into how we can continually improve our business. It is a powerful, recognised accreditation, which we actively use in the marketplace.”**

*Paul Seymour, Marketing Director, Bishop Fleming LLP*

#### DID YOU KNOW?

We also offer our clients a wide range of alternative services including:

- In depth client interviews
- Focus groups
- Net Promoter Score® transactional analysis
- Customer and employee health checks
- Customer journey mapping

We also work internationally, and have run assessments in Canada, France, Germany, Ireland, USA, Turkey and Australia.

We tailor our assessment questionnaires into local languages – working closely with our clients to ensure that nuances in both the questions and responses are clearly identified.

**Where could Investor in Customers take you in 2018? Call us now on 0800 024 8895.**

#### Contact us.

17 Ensign House, Admirals Way, Canary Wharf,  
London, E14 9XQ 0800 024 8895  
Or contact Sharon on 07467 956343  
sharon.clapp@investorincustomers.com

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