

Exceptional again, but always focused on a Better Way Forward



a better way forward

The Challenge

Lowell Financial is the UK debt purchasing arm of Lowell GFKL, a leading international provider of a leading provider of credit management services, specialising in debt recovery, data analytics and customer insight. Lowell Financial has worked with Investor in Customers for a number of years and the desire was not only to retain their 3-star 'Exceptional rating' but to improve scores throughout.

The Solution

In 2013, Lowell Financial were the first company in their industry to work with IIC, indicative of their pioneering approach, when they achieved a very respectable 2-star award. A further assessment in 2014 showed that they had leapt to 3-stars with significant improvement on previous scores. The rigorous 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 Outcome

A truly superb result from their 2016 assessment. Not only retaining their 3-star 'Exceptional' rating, but increasing scores right across the board (as the adjacent charts show).

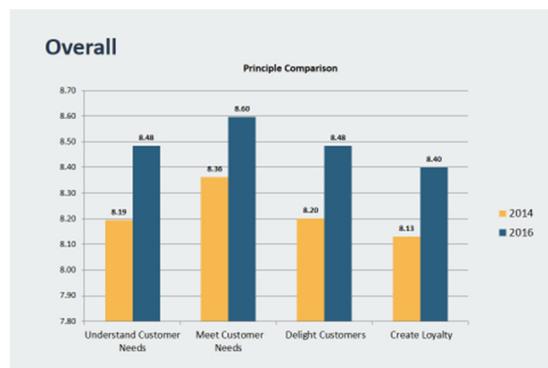
Highest scoring was in 'Meet Customer Needs, with 'Product Quality' and 'Easy to do Business with' featuring highly not only with customers but team members too.

The results prove that the work doesn't stop as soon as you have achieved your assessment. A continued focus by all team members on developing **Better Practices, continuing to develop Better People**; and putting into effect **Better Systems** has equated to **Better Results** across the board.

Lowell Financial's NPS® customer score is +39% with 77% being either promoters or passives. When asked the question 'Compared with one year ago, has the company's service improved?', 46% of customers responded saying the service was 'Much Better', or 'Better'.

As part of the on-going development since their assessment, Lowell Financial has met with 20 customers who waived their anonymity to develop a deeper understating of the feedback and seek further ideas to improve. Lowell Financial will now be adding a customer review section to their website in response to requests from customers during these interviews.

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Be Remarkable.



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Sara de Tute, Lowell GFKL Chief Risk Officer and Legal Counsel said:

“We are delighted with the award for Lowell Financial which reaffirms our Group’s commitment to our FAIR approach and achieving the right outcomes for our customers. The fact that customer feedback plays such a major role in the scoring is tangible evidence of our customer centric approach. Importantly, it also gives our clients and other external stakeholders a robust and external endorsement of the positive way in which we work with our customers and provides additional reassurance that we are a company that is not only committed to delivering for its customers – we can prove it!”