



## FOCUS ON: IIC Gold Award winners Lowell Financial

Investor in Customers has worked with Lowell Financial for five years. They are a leading credit management company specialising in helping customers improve their credit history. It is a difficult business to be in, where their customers don't necessarily either want or choose to be with them. However, their assessment results demonstrate clearly that good customer experience works across all types of industry and every organisation can reap the rewards of treating customers fairly. We asked **Carol Ord, Head of Group Internal & UK External Communications**, to explain what she valued about working with IIC:

“We chose Investor in Customers’ assessment to help us understand our customers better – what they like about our business and what they’d like us to change. It’s delivered that and so much more!

Over the past three years we have annually reviewed the feedback, with IIC supporting us, to identify what needs to be changed in order of priority. We have used the voice that IIC has given our customers and colleagues to help shape key projects such as website development and letter re-writes. Most importantly we have used the findings to prove that we do listen and act on feedback.

IIC has also been a key independent source of reassurance and validation to our customers, colleagues and clients that we are an ethical and trustworthy organisation. The robust research method means it holds real weight with these audiences.

Our customers tell us through IIC that they put off contacting us because of negative perceptions of the debt industry. They say 'they would have contacted us



Lowell Financial's Head Office reception proudly displays their IIC Gold Award.

sooner if they'd have known how good we would be to deal with.' So this year we've been looking at different ways we can help manage our customer expectations and help them know that it's ok to pick up the phone. As part of this we've been sharing direct quotes from IIC and making our messages simpler for customers – for example, rather than just share our net promoter score we talk about the fact that 7.5/10 customers would recommend us to their friends and family.

IIC has driven so much value in our business in terms of tangible changes and increased goodwill and advocacy. We're looking forward to driving improvements based on this year's findings, and then seeing how we get measured for that in 2018.”