



IIC and Accelerator working together

As you may already be aware, we have recently formed a new agreement with Accelerator Solutions. Since 2000, Accelerator have helped businesses build a profitable service reputation through a range of training, development, consultancy and research solutions.

Accelerator and IIC are likeminded businesses - both of us passionate about helping our clients become market leaders through their customer experience reputation. We believe that by collaborating with Accelerator on certain projects and sharing ideas we can offer a broader range of solutions to our clients.

On Thursday 26th April, we were delighted to host our first joint event with Accelerator. The 'Heart of Service' seminar

focused on how to build employee and management engagement, highlighting the skills and knowledge needed to build a service culture. We also looked at how our clients can measure and assess the impact of this engagement on customer reputation. The day included presentations and interactive sessions where our delegates were able to get to know one another and share ideas and experiences.

Our **MD, Tony Barritt**, talked about how the customer has evolved over the years and explained how the overall customer experience is what sets businesses apart and why it is so important. He shared examples of how we have helped our clients discover unhidden truths and how these results have been turned into actions.

Accelerator



Accelerator's Associate Director, Sarah Jeffries, gave an interesting presentation on how to deliver service from the heart using emotional intelligence and how demonstrating empathy helps customers feel listened to and understood.

We will be hosting further seminars in the near future. If this is something that interests you and you would like to attend, please email us at: enquiries@investorincustomers.com

New financial year – new customer experience outlook

For many, the beginning of April heralds the start of a new financial year and new budget spending, particularly for the Financial Sector. This could be an ideal time to start thinking about reviewing your customer experience, particularly as one of the FCA's priorities this year will be looking at 'The treatment of existing customers to ensure that they do not get less attention or receive poorer outcomes than a new customer'.



Customer experience is likely to become the key brand differentiator over the next few years so keeping up with competition and being ahead of the benchmark is key. The mistake many companies make is to overlook the importance of allocating expenditure to this area of their business.



Your customers have the power of knowledge and information at their fingertips 24/7 and are more demanding than ever before. Businesses must continually adapt and become fully customer centric, knowing what their customers need and want at every step of the way.



Our data insights from the last three years tell us that there is a worrying gap between management perception and the reality of what is actually happening for their customers. This proves that spending time, money and shining a light on your customer experience is essential and often very revealing.

62%

of senior managers and employees within the FS sector rate their customer service delivery, higher than their own clients do.

9%

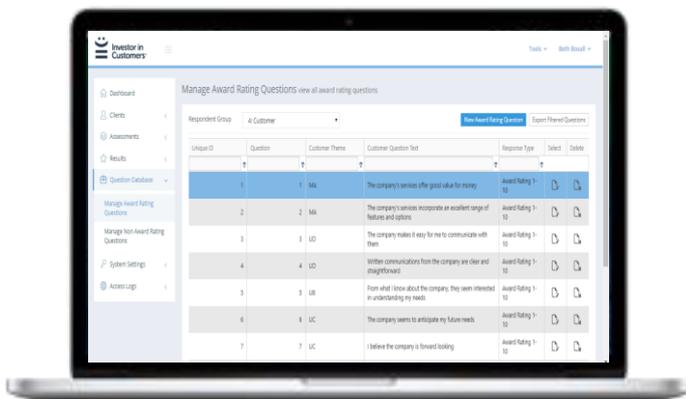
is the average gap between managers' and customers' scores for 'treating customers fairly' for our FS clients.

Act now to update and enhance your customer experience insight with our help.

Contact us on 0800 024 8895

New IIC Appraisal System

We are very proud to be launching our new IIC Appraisal System, replacing our old methodology for conducting our assessments. The new system is completely bespoke to IIC, and has been built by software development experts Skyron. It will make our process even more effective and efficient than before whilst also making us GDPR compliant.



The system provides an enhanced secure way to transfer data. It allows us to streamline the questionnaire build, add additional questions with ease, and access mid-assessment updates quickly. For our clients this means we can provide you with real-time response analysis by segment as well as overall replies. It will also allow us to benchmark your results against all companies IIC has assessed and can specifically compare your results to other organisations in your sector.

We are confident this new system will not only strengthen our position as market-leaders in the world of customer experience but also help our clients gain the in-depth analysis they need to grow and strengthen their organisations.

GDPR ready

As you will no doubt be aware, the General Data Protection Regulation will come into force on 25th May 2018, replacing the Data Protection Act 1998. The deadline has been looming since April 2016, and is now upon us. At IIC we have always taken data protection seriously, so preparing for the change has been a completely natural process. If you have any questions or concerns in relation to GDPR please don't hesitate to get in touch.

IIC Privacy Notice

In line with GDPR, we have updated our Privacy Notice. We encourage both our existing and prospective clients to read it.

www.investorincustomers.com/page/privacy-notice/

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