



“Achieving the top award of three stars from an independent assessor such as Investor in Customers shows just how far we have come in our ability to deliver an exceptional service for our customers and employees. In the last 6 months, we have undertaken this process on two occasions, allowing us to see first-hand how our newly implemented processes have made a real difference to our customer experience. By going from the initial two stars to now having the top award of three stars, it really shows the positive impact of the changes we've made in such a short space of time.”

**Chris McClellan, CEO, RAM Tracking**

**The Challenge**

When it comes to the competitive nature of the vehicle tracking industry, distinguishing your business from the rest can be challenging. Providing an exceptional experience is key to both customer retention and customer acquisition for RAM Tracking. **“Our customers fuel our innovation. To implement process improvements based directly on the back of employee and customer feedback is invaluable to our sustained growth.”**

**The Solution**

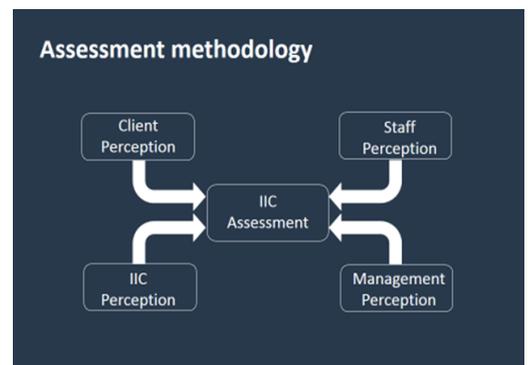
The Investor in Customers (IIC) star award is an independent mark of distinction based on a model which measures the customer experience in an impartial way, taking into account internal perceptions as well as the external customer view. The 3 star rating derives from a published standard and gives prospective customers the confidence about the customer experience they will receive from RAM Tracking, the only vehicle tracking provider to receive the award – as well as helping the company to differentiate themselves from their competitors.

- An independent assessment of excellence in the field of customer service and customer relationships
- Annual award at three levels

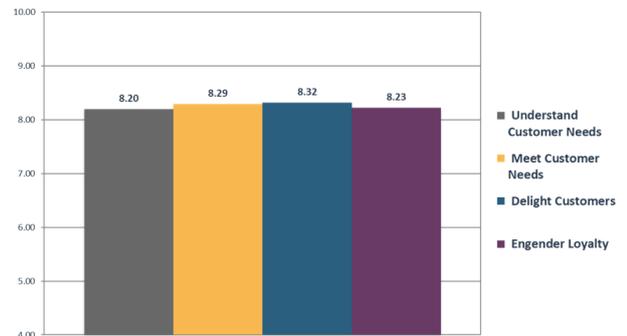
**The Outcome**

The IIC assessment confirmed that RAM Tracking are a truly customer centric business with results that place them in the top quartile of all IIC assessments undertaken. They scored an impressive 8.26 out of 10, giving them our 3\* award.

Smile Customer Experience Ltd, who facilitated the assessment also ran a workshop for the senior management team of RAM. As a result of this RAM tracking have implemented numerous process improvements since its first IIC Assessment held in May 2016. One example is the inclusion of a Customer Satisfaction (C-Sat) Survey triggered after every customer case is marked as completed. With an average score of **4.73 out of 5 stars** in the last 6 months the RAM Tracking team is fully committed to providing its customers an ever-improving level of exceptional customer service.



Be Remarkable.



Chris McClellan added: “Giving the opportunity for both our customers and employees to have their say has proved to be an invaluable source of feedback, enabling us to enhance their experience with RAM even further. IIC have been brilliant throughout the process and we will definitely be revisiting this process to ensure we keep customers at the forefront of our business.”