

Exceptional at the first time of assessing!



The Challenge

Square Mile Broking is an independent corporate Insurance Broker and are among a very small, elite number of insurance brokers in the UK who have been awarded the 'Gold Standard' within the Chartered Insurance Institute. Square Mile Broking wanted an independent review of their business, and benchmark themselves as they continue to grow.

The Solution

Teaming up with Investor in Customers (IIC) in June 2016 for the first time to give a complete independent view of the customer experience was key to the challenge. 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

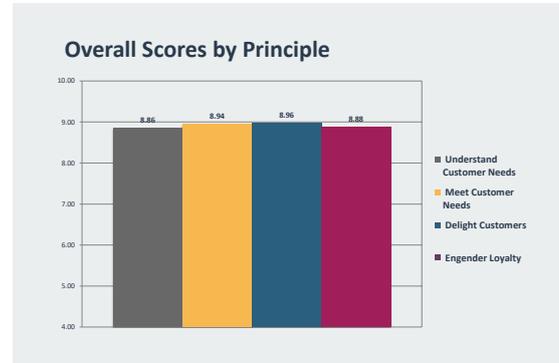
A truly superb result from their assessment. Square Mile Broking scored an incredible 8.91 (out of 10), the 8th highest score ever recorded for any company going through the IIC process AND the Net Promoter Score® (NPS®) was phenomenal at +89% – bucking industry trends by over 200%. Truly remarkable! These results also record Square Mile Broking as the Top (IIC) insurance broker in the UK!

Customers and staff scores are mostly on a par with each other, with every score being a 3* score.

Highest scoring was in 'Treating Customers Fairly, with 'Customer Always right'; 'Easy to do Business with' and 'Know Customer' all scoring over 9 out of 10. There is clear evidence that the customer is at the heart of Square Mile Broking's business and that they have a loyal client base, mainly due to the personal and attentive service that they receive.

Comments from customers included: "Knowledgeable staff. Efficient service. Competitive pricing. Treated as an important customer, not a number."; "I have never experienced service like it the attention to detail is second to none."; "It's the best all round service I have received from an Insurance Broker" and "Professional brokers. Run by good directors and efficient and courteous staff who are diligent and knowledgeable about their business and my needs."

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Be Remarkable.



What three words would you use to describe the company?



Be Remarkable.



Andrew Costello, Director at Square Mile Broking, commented:
 "The Directors were truly delighted to hear we had received the prestigious '3 Star – Exceptional' award on the first time of applying to IIC under its rigorous and independent accreditation. It was true reward for the constant work invested by the team, managers and Directors that backed up the level of service we strive to deliver for our clients. This also ties in with our obligations under the Chartered Insurance Broker status. To secure the top accolade was praise enough for our team, but to achieve the best ever rating for a business within the Insurance & Financial Services sector and to deliver the 8th best score ever for any company going through the process, was an amazing achievement for the business."