



The first charity to be accredited with IIC Gold

MAR 2018



The Challenge

The Together Trust is a leading charity based in the North West of England, which offers care, special education and community support to young people, adults and families with autism, a learning disability, physical disability, complex needs and emotional and behavioural difficulties. The charity wanted to glean information from their employees, Local Authorities, Commissioners, carers, and parents to find out what they thought of the service Together Trust were offering, to ascertain what improvements could be made to the service they offer.

The Solution

The Investor in Customers (IIC) 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. There are 3 award levels – gold, silver and bronze which are derived from a published standard and give prospective customers the confidence about the customer experience they will receive from the Together Trust. The award is an independent assessment of excellence in the field of customer service and customer relationships and helps awarded companies differentiate themselves from their competitors.



The assessment is built around **four principles of customer experience**: Understand Customer Needs, Meet Customer Needs, Delight Customers and Create Loyalty. These principles are then divided into a further 16 themes.

The Outcome

The charity gained an IIC Gold Award, and registered 'exceptional' scores across all four IIC principles, which is an impressive achievement for a first assessment. When asked why they would recommend the Together Trust, customers said that staff were 'caring, approachable and supportive'.

Comments included:

"The staff are brilliant and professional always willing to help."

"Excellent care, brilliant staff, really make a difference"

"Staff are very concerned about quality and have excellent knowledge of how to work creatively with complex young people."

"Reliable, fair, great value for money with great customer service"

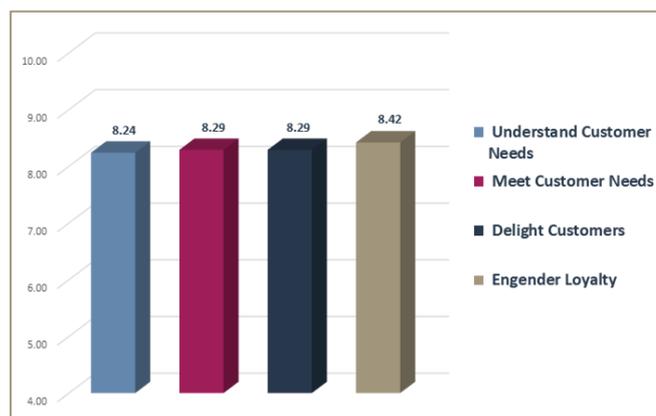
Particular highlights were 'Treating Customers Fairly'; 'Quality Relationship'; 'Customer Experience' and 'Customer Feedback' although all themes were very closely aligned.

The Together Trust's customer Net Promoter Score® was +53% which is a very good score and generally above average with the customer assessment scores generally across all sectors. 83% of customers are "promoters" or "passives" which is an enviable result.

Tony Barritt, Managing Director at Investor in Customers commented: Together Trust are the first charity to undertake an Investor in Customers (IIC) assessment and we are delighted that they achieved our highest rated Gold Award. The IIC assessment clearly shows an organisation that puts the customer at the heart of the organisation, despite having to balance the needs of various stakeholders from parents to commissioning Local Authorities. Feedback clearly shows that staff across the Trust are "*caring and pro-active*" and are empowered by managers to "*go above and beyond for the person they are supporting*".

"The Trust is now using the results to inform stakeholder engagement plans and service development. **Julie Isted, Governance & External Affairs Director at the Trust** explains, "Through the IIC process we've learnt that although customer feedback has been very positive, we need to improve our cross-functional communications to families. We are using employee feedback from the process to develop a new staff engagement plan and we are creating a new integrated offer for the people we support. By using customer feedback in this way we hope that future IIC results will be even better as we drive to improve customer service excellence in the future."

"IIC has been flexible in their approach and good value. Segmenting the results down to our range of 40+ services has given us a great deal of insight into where our strengths and weaknesses truly are as we work to provide the best opportunities for those with behavioural challenges, learning difficulties, complex health needs, physical disabilities and autism spectrum conditions."



®Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld

Contact us.

17 Ensign House, Admirals Way, Canary Wharf,
London, E14 9XQ 0800 024 8895
Or contact Sharon on 07467 956343
sharon.clapp@investorincustomers.com

Stay updated with IIC news and join the conversation.

 /company/IIC_UK
 @IIC_UK

Be Remarkable.
investorincustomers.com