

Welcome to Investor in Customers newsletter - **Intrinsic**

If you have any comments or ideas on topics we could cover in future editions of **Intrinsic**, please give us a call - **01395 513330**, or drop us an email - **editor@investorincustomers.com**.

What Investor in Customers gives your business

A framework to measure customer satisfaction ...



"It's been enlightening. Our scores pointed out certain areas of the practise which we can now go away and work on. We had low scores that dragged us down from our senior management, which was a bit of a concern. Those sorts of things that are really valuable to us we can now go away and work on. I think the whole thing has been super." (*Nigel Bullas, Managing Partner, Clough & Company*)

"IIC gives you two things very, very clearly. It gives an excellent framework through which to measure your ability to drive customer service and satisfaction levels within your business. It's also very, very well supported by IIC themselves in terms of how they deploy the use of the survey with your customers, staff and other managers. Feedback is provided in a way which means it's exceedingly clear to know exactly what it is you need to do to drive further enhancements in your business." (*David Hobbs, Managing Director, Suffolk Life*)



... with a simple, stress-free method

"The assessment process was very straightforward. The guidance and help from IIC made the whole thing very easy for me to understand which in turn made it easy for me to communicate this to the company and get them on board with what the assessment was all about." (*Polly Griffith, Head of Support, World Challenge*)

"When looking for a diagnostic tool IIC was the only one which combines the customer perspective,

employee perspective, senior management perspective and also it's own perspective, as they call desk research. IIC is easy to run, easy to understand, and shows you exactly which areas you should focus on for customer centricity. I should also add that it's easily affordable." (*Erhan Feridun, Managing Consultant, Management Centre Türkiye*)

A differentiator between you and your competitors



"We're operating in a highly competitive market. We do not believe in competing solely on price and we believe that adding value to customers, understanding your customers and thinking through what their needs are is very, very important. Without something like IIC there is no easy, logical way with which to address those issues and really drive the value proposition and create differential in a crowded market." (*David Hobbs, Managing Director, Suffolk Life*)

Proof that you care about customers



"The customers really feel that you are taking an interest in them by getting a third party involved to give you true results. I would definitely recommend it to anyone." (*Lorraine Allison, Facilities Manager, Symmetry*)

"IIC provides a unique and distinctive certification that allows us to demonstrate to our peers and stakeholders that despite the current economic climate we have, and will continue to, invest in our customers." (*Clair Cawley, Director of Marketing, PageOne*)

Conference feedback

IIC are proud to have held our first conference earlier this month at the Magic Circle in London. The day pulled together over fifty of our clients and many are already hard at work implementing the actions that they took away from the event.

“ We enjoyed the conference very much, it was good to see people being so passionate about the IIC process and how it can improve the quality of your business. I also picked up a few ideas for how we can maximise our profile utilising the accreditation. ”



“ Well done for arranging such an engaging conference, there are many ideas that I have brought back to the office and intend to incorporate into our internal and external strategy. All the speakers were excellent and I will be sharing a lot of the positive information with my colleagues here. This will be a big help when I try and secure a budget for our next award when we will be striving for three stars! ”

“ As a newcomer, it gave me a useful insight into how others are using the IIC data to drive change and the need for us to be more considered on the question set to ensure we gain the most from the survey in terms of what we can improve. ”

If you would like to arrange a meeting to find out more about Investor in Customers then please call us on:

01395 513330

You can also try a sample of the survey online at:

www.investorincustomers.com/tryit.htm

Bits & Pieces

Coming soon - Video testimonials

IIC can be a difficult concept to fully understand. In order to really show what you can get out of the IIC assessment we gathered some of our customers who were more than happy to discuss their experiences of IIC and what it has done for their business. Click on the link below to view a preview of a short video testimonial and keep checking our website as more will be uploaded soon!

[Suffolk Life explain how they use their IIC feedback](#)

Special awards

At the conference we handed out two special awards. The 'Most Improved IIC Score' for the most improved overall score from first assessment to current went to Alexander Forbes Financial Services. The 'IIC Loyalty Award' for the highest loyalty score from customers went to Investment Quorum.



Congratulations to them both for offering exceptional service to their customers.

Recent IIC assessments

Recent business' to complete an IIC assessment include: Thatchers Cider, World Challenge School Expeditions, Giles Insurance, Clough & Company Accountants, Headwater Holidays, Focus Solutions, Capita Financial Software, Hayward Tyler, and Just Retirement.



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