

MEMBERSHIP PRINCIPLES & PROMISES

Being a member of The Institute signals your organisation's genuine commitment to the continuous improvement of the customer experience.

What do we expect from you and what can you expect from us in return?

	Member principle	Institute promise
COMMITMENT	Commit to the aims of The Institute for the benefit of your customers and to have a positive impact on UK plc	We will champion the "why" that connects excellent service to the success of UK plc and its competitive position
CAPABILITY & CONTINUITY	Value your people delivering great end-to-end CX at all levels and invest in their professional development	We will help you identify and address development needs across your organisation to improve service outcomes at all levels
CREDIBILITY	Listen to your customers and ensure promises are kept. Use feedback as a continuous service improvement tool	We will provide critical, expert advice and insight to help you set your service strategy and achieve your goals
CONSISTENCY	Place the customer at the heart of your process design and service delivery	We will advise you on the optimum methods of customer service design and delivery
ENGAGEMENT	Engage with membership benefits to review and continuously improve your customer experience	We will act as your critical friend, working with you to identify ways to improve your customers' experience