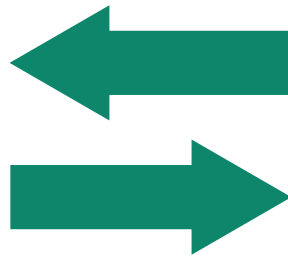




# Membership Principles and Promises

## Principle 1 Commitment

Our members commit to the aims of The Institute for the benefit of their customers and to positively impact "UK plc".

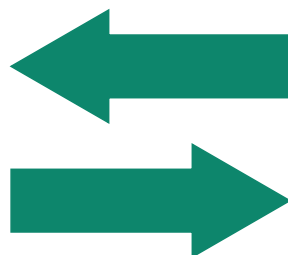


## Institute Promise

We will champion the "why" that connects quality customer service to the success of "UK plc" and its competitive position. This goes to the very purpose of The Institute.

## Principle 2 Capability & Continuity

Our members value their people delivering customer experience at all levels and invest in their professional development.

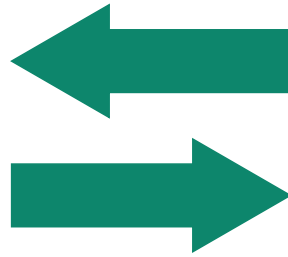


## Institute Promise

We will help you identify organisational development needs which can be addressed to improve service outcomes at all levels.

### Principle 3 Credibility

Our members aim to ensure customer promises are kept and listen to customer feedback, using it as a service improvement tool where appropriate.

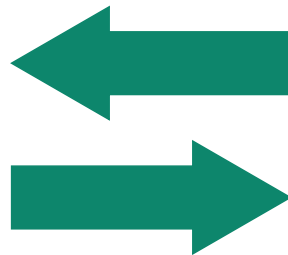


### Institute Promise

We will provide authoritative expert advice and insight to help you on your service journey.

### Principle 4 Consistency

Our members strive to place the customer at the heart of experience and process design.

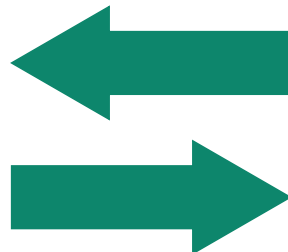


### Institute Promise

We will advise you on the optimum methods of customer focussed service design and delivery for your business and customer base.

### Principle 5 Engagement

Our members engage with Institute expertise and insight to continuously review and improve their customer experience.



### Institute Promise

We will work with you directly and via our networks to identify ways in which you can improve your customers' experience, providing constructively critical advice that challenges and helps you develop.