

Institute of Customer Service

Annual General Meeting

Minutes of the 21st Annual General Meeting held at 10.15am on Wednesday 18th July 2018 at County Hall, Belvedere Road, London, SE1 7PB

Members and officers present

1. See attached listing
Simon Roberts welcomed members to the meeting.

Proxy votes held

2. Bill Leonard, company secretary, held the proxy votes. Mr Simon Roberts took the chair and confirmed a quorum for the meeting was present.

Minutes of previous meeting

3. The minutes of the meeting held on Wednesday 19th July 2017, were received and agreed as a true record of the meeting.

Matters arising from the minutes

4. There were no matters arising.

Review of 2017-18 Performance

Chairman of the Board, Mr. Simon Roberts, addressed the AGM stating that 2017/18 had been a strong year for the Institute. The Institute had invested in its member offerings as well as the development of the Academy and Deliberata; to provide an end to end customer experience for members. The Institutes thought leadership had been particularly strong with the work on the Customer Dividend research – proving the link with the ROI of Customer experience and further development of the UKCSI. The Institute had invested in the year in its web and systems to enhance the member experience although he recognised that there was still more to do. The Institute had seen further wins in its policy and positioning and influence with a significant increase in media and stakeholder interest – in particularly through the work of the APPG and its work with the regulators. Mr Roberts confirmed that there were 451 members totalling 1,409 membership years and that 79% of the membership had signed-up for a minimum of two years, demonstrating the growing understanding of the importance of driving a sustainable approach to the service agenda.

Following the presentation Mr. Simon Roberts asked for questions from the members.

Audited accounts for the year ended 31 March 2018

5. Mr Simon Roberts welcomed Mr Richard Keeble who confirmed that in the opinion of Gilberts, the auditors, the Institute's 2017-2018 financial statements gave a true and fair view of the state of the Institute's affairs as at 31st of March 2018; and had been properly prepared in accordance with both the UK Generally Accepted Accounting Practice applicable to smaller entities and the requirements of the Companies Act 2006.
6. The Resolution to receive and adopt the Annual Report and Accounts of the Company for the year ended 31st March 2018, and the reports of the Directors and Auditors thereon was put to

the meeting. This was proposed by Maisie James, University of the Arts London Awarding Body and seconded by Kim Hadley, Customer experience Manager, Ordnance Survey. Questions and comments were invited from the audience, after which, the resolution was put to the meeting and the majority voted in favour with no votes against and no abstentions.

Appointment of auditors

7. The Resolution to re-appoint Gilberts as auditors of the Institute to hold office from conclusion of the meeting until the conclusion of the next annual general meeting was put to the meeting. This was proposed by Ian Smith, Head of Customer Service, Companies House, and seconded by Sean Stringer, Head of Customer Service, Hampshire County Council. Any questions and comments were invited from the audience, after which, the resolution was put to the meeting and the majority voted in favour with no votes against and no abstentions.
8. The Resolution that the directors be authorised to agree the auditors' remuneration was put to the meeting. This was proposed by Matthew Patchet, Customer Satisfaction Development Manager, Volkswagen Group, and seconded by Gary Roffey, Regional Manager, Hastoe Group. Any questions and comments were invited from the audience, after which, the resolution was put to the meeting and the majority voted in favour with no votes against and no abstentions.
9. The Resolution that Simon Roberts be re-appointed as a Director for a 3 year term, effective from 15th July 2018, was put to the meeting. This was proposed by Charlie Casey, Performance Insight Analytics, Barclays Bank, and seconded by Matthew Metcalfe, Senior Manager Customer Motor Claims, Covea Insurance. Any questions and comments were invited from the audience, after which, the resolution was put to the meeting and the majority voted in favour with one vote against and no abstentions.
10. The Resolution that Paul Pugh be re-appointed as a Director for a 3 year term, effective from 1st September 2018, was put to the meeting. This was proposed by Manuel Fernandez, Research & Insight Analyst, Vivid Homes, and seconded by Stuart Tudor, Customer Experience Manager, Severn Trent Water. Any questions and comments were invited from the audience, after which, the resolution was put to the meeting and the majority voted in favour with one vote against and no abstentions.
11. Simon Roberts confirmed that all of the resolutions had now been put to the meeting and asked if anyone had any further general questions.
12. Chief Executive, Ms. Joanna Causon, addressed the AGM outlining the Institute's focus for 2018/19.

Ms. Causon spoke about the importance of customer service to the UK economy and the changing landscape and the need to maintain focus on the service agenda for the prosperity of the UK. She spoke about the three pillars of the business plan which were: Member Engagement, Profile and Influence and Integration. Ms Causon spoke about the importance of member feedback and that she was pleased that satisfaction had increased by 2% points; but that the Institute was not complacent and how the member feedback had shaped the 2018/19 business plan with a core focus on the following:

- Member engagement and depth of relationships through the utilisation of all products and services.
- The ROI statements and activity plans for members

- The work with the APPG and Government and Media on the importance of Customer experience to the Economy.
- The focus on insight and research and enhanced business benchmarking and UKCIS – in particular the AI research, Productivity and Skills development and communications and culture, whilst building on the ROI research from 2017/18.
- Driving up the Institutes standards through embedding ServiceMark across the membership – she requested that members needed to look to do this across their whole organisation not just departments or functions
- Sharing Best practice and building on our profile and influence – networking and events including the Annual Conference in March 2019
- Embedding and growing the Academy and focusing on professional development, qualifications and accreditation
- The role of the CRD: being a critical friend and providing guidance.
- Continuing to invest in the Institutes capabilities and infrastructure
- Bringing the brands closer in alignment – including Deliberata so that all could see the core propositions but also the end to end offering of the Institute.
- Continuing to build on the profile, influence and impact of customer experience

13. The Chief Executive went on to thank the members and staff colleagues for their continued support and involvement throughout the last financial year. She also thanked Oke Eleazu who was stepping down from his position on the Board for his support to herself and the Board over the past 9 years.

14. On behalf of the membership, the Chairman expressed thanks formally to the Chief Executive and executive team for their continuing efforts and achievements during the year.

Ordinary business of the Institute

15. Simon Roberts advised that there had been no other matters previously submitted. Members were then given the opportunity to raise further questions at this point after which Simon Roberts drew the formal meeting to a close and thanked members for their attendance.