

## **Institute of Customer Service**

### **Annual General Meeting**

**Minutes of the 23<sup>rd</sup> Annual General Meeting held at 10.15am on Tuesday 22<sup>nd</sup> September 2020 at Mill House, 8 Mill Street, London SE1 2BA**

### **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 17<sup>th</sup> July 2019, were received and agreed as a true record of the meeting.

### **Matters arising from the minutes**

4. There were no matters arising.

### **Review of 2019-20 Performance**

Chairman of the Board, Mr. Simon Roberts, addressed the AGM and reminded all why The Institute of Customer Service exists and why it matters. Simon further went on to state that 2019/20 had been a tough year for the Institute; particularly due the context of the external world with the Brexit negotiations and more recently the impact of the Covid-19 pandemic. He went on to share the latest results from the UKCSI and looked at the findings over the last 10 years including the work The Institute had undertaken. Mr. Roberts shared some of the key highlights of 2019/20 and talked about how The Institute has solidified its end-to-end offering, ensuring membership is at the core of everything, supported by the Insight Consultancy and Academy teams. Mr. Roberts focused on the overall performance of The Institute and confirmed that The Institute ended the financial year for 2019/20 with 428 organisational members: welcoming 60 new members and bringing the total membership years to 1,457 years an increase on last year. Furthermore, The Institute will continue to focus on the goal of raising the standards and working with members on their journey to achieve The Institute's accreditations and qualifications. Finally, Mr. Roberts said The Institute will continue to raise the profile and importance of Service through various channels such as media and stakeholder interest.

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

### **Audited accounts for the year ended 31 March 2020**

5. Mr Simon Roberts welcomed Mr Richard Keeble who confirmed that in the opinion of Gilberts, the auditors, the Institute's 2019-2020 financial statements gave a true and fair view of the state of the Institute's affairs as at 31<sup>st</sup> of March 2020; 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 31<sup>st</sup> March 2020, and the reports of the Directors and Auditors thereon was put to the meeting. This was proposed by Trevor Davis, Deputy Head of Operations and Contact Centre Manager, Pension Protection Fund, and seconded by Linzi Hindle, Head of Customer Experience, DHL Supply Chain. 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 Nigel Langley, Principal of Customer Service Management, Openreach, and seconded by Carl Bromley, Head of Customer Experience, Ageas.
8. 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 the directors be authorised to agree the auditors' remuneration was put to the meeting. This was proposed by David Hart, Customer Experience Manager, KIA Motors, and seconded by Amy Perring, Customer Experience and QA Manager, Cabot Financial.
10. 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.
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 2020/21.

Ms. Causon spoke about the importance of the Institute's purpose and vision, about how the Institute would remain relevant and the impact the Institute was striving to achieve. She highlighted the importance of customer service to the UK economy and noted that now is the time to 'build back better' making the service agenda a priority for the prosperity of the UK - encouraging all to think about their purpose, relevance and legacy. Ms. Causon went on to summarise the key findings from the 2020 member survey and highlighted The Institutes key areas of focus over the next 12 months. She spoke about the three pillars of the business plan which were: Member Engagement, Profile and Influence and Resource and Environment and also the work around the APPG for Customer Service Group and the new campaign 'Back our Essential Workers: Service with Respect'

Lastly, Ms. Causon went on to reiterate the core focus points for 2020/21:

- Member engagement and depth of relationships through the utilisation of all products and services.
- The role of the CRD in being the critical friend and the importance of ROI statements for members.
- The work with the APPG and Government and Media on the importance of Customer experience to the Economy and The Institutes new campaign
- The focus on insight and research and enhanced business benchmarking and UKCIS – in particular the research The Green agenda and the customer, procurement, trust, respect and reputation and finally work in the 21<sup>st</sup> century.
- Sharing Best practice and building on our profile and influence – networking and events including the Annual Conference in March 2021
- Continuing to invest in the Institutes capabilities and infrastructure
- 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.

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.