

Shape and build customer experience strategies that drive future success

Discovery Roadmap Membership



The world is constantly changing. Global health challenges, climate change, economic uncertainty, skills shortages, and the move to digital are altering how we all think, feel, and consume.

With this, our expectations of the organisations we rely on are evolving. The end-to-end customer experience is today's central business imperative. It is how you build the trust and loyalty of your customer and other stakeholders to ensure success.

Your organisation needs to make bold choices about its future. The quality, consistency and efficiency of how you serve your customers is key to delivering long-term value.

Today, customer service is a multi-dimensional construct, covering your service strategies, and how you adapt to technological, social and environmental change. This is vital because, for many organisations, up to two thirds of employees are in customer-facing roles.

So, you need a clear plan of action and a comprehensive roadmap to engagement and implementation that addresses all aspects of your customer experience. You also need confidence and evidence that investing in customer service will positively impact your business performance.

Membership enables you to shape your customer experience strategies, to ensure exceptional service is hardwired and consistently delivered, ensuring you meet your commercial and strategic goals.

Your dedicated Client Relationship Director will work with you to shape your service roadmap, based on a blend of insights, experience, best practice models, and detailed sector knowledge. They guide you to the most relevant tools, training, and practical solutions you need to improve your customer engagement and boost stakeholder satisfaction.

Membership is a two-way commitment. Our Principles & Promises set out what we expect of you and what you can expect from us in return.

“Having the network, being able to connect with people... it really helps to have sounding boards you can go to. Having The Institute there to keep us honest and to give us timely updates, feedback and research really helps us focus on what we should be looking at.”

**Rob Chilcott, Talent & Coaching Manager,
Claims Consortium Group**



Membership means business



61% of the workforce are in customer facing roles



10 percentage points higher profitability where customer satisfaction is above sector average



80% UK GDP from the service sector



114% higher revenue per employee for organisations with higher than sector average UKCSI



41% of customers agree that customer service strongly influences their trust in an organisation



Why customer service matters

34%



34% of people will pay more for excellent customer service



94% of customers say it is very important or important that they trust the customer service of an organisation they are dealing with

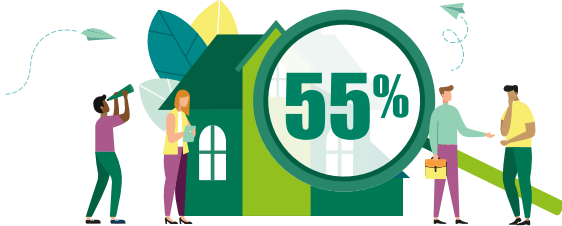
£128bn



£128bn lost to the economy each year through poor customer service



0.41 increase in customer satisfaction for every 1 point of employee engagement



55% cite the environment as a key influence on their purchasing decisions

Campaigns & policy engagement

Inspiring a Service Nation

Together we are so much more than the sum of our parts, and never has it been more important to come together to support each other.

Our research shows that a sustained improvement in customer satisfaction will provide a £33bn per year productivity boost to the UK economy.

To achieve this – and make the UK a byword for exceptional service – we are calling on all organisations – large and small – to help build a service nation.



Service with Respect

With nearly 80% of the UK’s workforce in customer-facing roles, mounting abuse is affecting staff across every sector – from retail to public services; financial institutions to our public transport networks.

In July 2020 we launched our new campaign on BBC Breakfast: Service with Respect. In December 2021, The Times published our open letter, signed by over 75 business leaders and parliamentarians calling for action.

Following our campaigning, and with the support of over 200 organisations, an amendment to the Sentencing Bill was tabled by the Government in the House of Lords. If passed, this will introduce much needed tougher sentencing laws.



The All-Party Parliamentary Group on Customer Service

We are the secretariat for the All-Party Parliamentary Group (APPG) on Customer Service, which is run by and for Members of the Commons and Lords.

We invite expert speakers and organisations from outside Parliament to meetings to provide their perspective. The APPG conforms to rules concerning transparent funding and working in a cross-party manner.

We established the APPG in July 2014 to raise awareness and understanding of customer service amongst parliamentarians, and to establish a dialogue with UK organisations across all sectors.



Mapping your service journey



Getting up to speed with you and your world

Your dedicated Client Relationship Director will focus first on understanding your organisation and its context -inside and out-to ensure perfect alignment between strategy and goals.



An independent perspective

We will give you an independent view on the key issues affecting your customer experience based on our extensive research and insight resources.



Generating and shaping a relevant service strategy

Through a tailored engagement plan and drawing on best practice examples relevant to your organisation, your Client Relationship Director will help you forge tailored and actionable service strategies to boost performance and resilience.



Benchmarking and accreditation

As a member, you can independently benchmark your service performance and internal alignment with your strategy. Mark your commitment to customers and colleagues by achieving recognised accreditations that help embed a culture of continuous improvement.



Hardwiring service into the heart of your organisation

Membership brings the training and development and guidance you will need to build the service experience you envision and meet your organisational goals.



Making the business case for investing in customer service

You gain access to a wealth of insight and data which illustrate the business benefits of investing in customer service.



Ongoing advice and interaction

Membership opens the door to a variety of valuable networking events, enabling you to talk to other members and share experiences, knowledge and new thinking.

Workshops, webinars and access to exclusive breakthrough research are all part of the package.

Your Client Relationship Director is with you for the journey to act as a critical friend.



Membership Support and Resources: Manage your membership



- Dedicated Client Relationship Director
- Membership resource pack
- Membership plaque
- Use of membership logo on website, email and other appropriate documentation
- A tailored engagement plan to help you make the most of your membership
- Bi-annual ROI meetings to showcase the impact of your membership and review progress against your roadmap
- Updates and support for National Customer Service Week
- Access to The Academy and Insight Consultancy (additional paid-for services)

Research and Insight: review your strategy and improve your performance



- UKCSI report and a choice of a sector report - published twice a year
- Member-only research launch webinars
- Access to our Breakthrough Research and launch events (typically 3-4 times per year)
- Webinars on key topics such as recruitment and skills, customer service and ROI and employee engagement

Benchmarking and Measurement: compare your performance with key players



- ServCheck – unique assessment tool to measure your employees engagement with your service strategy
 - 1 survey free per year
- Business Benchmarking – the benchmarking tool to measure your external service standards
 - 1 survey free per year
 - Bespoke dashboard that provides visual insight into your analysed results
 - Extra sector benchmarking providing deeper insight
 - Segmentation analysis, providing insight into customer satisfaction results
- Client Relationship Director support to analyse the results and provide guidance on action planning



Accreditation: demonstrate your achievement in customer service



- TrainingMark eligibility to have your own organisational customer service training programme accredited*
- ServiceMark eligibility for nationally recognised accreditation of your organisational commitment to and achievement in customer service*
- Approved Centre accreditation eligibility to demonstrate you are operating to our professional qualifications framework in accordance with our standards and quality assurance requirements*

People Development: empower your employees to deliver customer service excellence



- Professional Qualifications to support the development of your people*
- Workshop for up to 15 coaches to support Professional Qualification
- Free place on Assessor Development workshop
- Access to our Service Focus training courses* - FirstImpressions ServiceManagement, Coaching for Excellence and ServiceImpact via The Academy delivery or through in-house trainers (subject to eligibility requirements being met)
- The Institute's Customer Service Management Qualifications* - 2nd enrolment half price
- Individual Membership allocation for qualified employees - 6 free per year
- Assessment for potential Companion Membership - 4 free per year

Knowledge, Sharing and Networking: access best practice from leaders



- Access to exclusive member-only events, workshops and masterclasses* virtual and face-to-face throughout the UK
- Facilitated member introductions
- Eligible to attend The Institute's Annual General Meeting
- Discounted rate to attend The Institute's Annual Conference
- Eligible to enter the UK Customer Satisfaction Awards
- Customer Focus magazine - 3 issues per year
- Monthly member newsletter
- Member-only area of the website for insight, resources and access to your benefits





Interested in becoming a member?

Embed service throughout your organisation and
enhance your business performance.

Join today

Contact Derek:

derek.bennett@icsmail.co.uk

Call +44(0) 207 2602620



The Institute of
Customer Service