

# Optimise business performance with cutting edge customer experience

Trusted Advisory Network 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.

Customer service is already central to your organisation, but the competitiveness and complexity of your world mean you must continually advance your service experience to stay ahead – vital because, for many organisations, up to **two thirds of employees are in customer-facing roles.**

Ever-increasing customer expectations, technological change, regulatory pressures, and the urgency of ESG agendas are making exceptional service exponentially important to future success – not only to business but to UK PLC too. **According to our research, £122bn is lost to the economy each year due to poor customer service.**

Membership helps you perfect and enhance your customer experience strategies to ensure exceptional service is comprehensively delivered, keeping it hardwired into meeting your commercial, strategic, and governance goals.

Drawing on unparalleled expertise, bespoke research, original insights, and experience working with complex organisations, your dedicated Customer Relationship Director will help you keep your service strategies agile and responsive.

We provide the tools, training, and practical solutions necessary to drive performance, enhance productivity, elevate customer and employee satisfaction, and generate a healthy return on the investment.

**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.**

“Membership gives us an opportunity to connect and learn in the space of our most important of all priorities - our patients and customers.

The support and challenge available is positive with resources and communications that stimulate our thinking. The opportunity to recognise good work in partnership with The Institute has been a real success.

**Andy Francis, Head of Stores Wales, Merseyside & West Midlands, Boots UK**



# 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.



# Keeping service at the cutting edge



## Staying close to you and your organisation

Drawing on their experience of working with large complex organisations, and their knowledge of the contextual challenges you face, your Client Relationship Director will ensure your customer service strategies are cutting edge.



## An independent perspective

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



## Advancing and fine-tuning your service strategies

Sharing the latest best practice examples and insights relevant to your organisation, combined with your Client Relationship Director's hands-on experience, we'll help you fine tune your service strategies to boost performance and meet your strategic goals.



## 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.



## Keeping service hardwired into the heart of your organisation

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



## Maximising the return from your investment in customer service

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



## The ongoing benefits of membership

Because service is directly linked to your organisation's performance, health and resilience, it's vital to have a critical friend to help optimise your service strategies. Your Client Relationship Director provides this independent guidance.



You will also benefit from access to a variety of networking events, linking you to other members with similar challenges and experiences.

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



## Membership Support and Resources: Manage your membership



- Dedicated Client Relationship Director
- Membership resource pack
- The Institute of Customer Service Membership plaque
- Use of The Institute 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 2 x sector reports - 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
  - 3 surveys included per year
- Business Benchmarking – the benchmarking tool to measure your external service standards
  - 3 surveys included per year
  - Bespoke dashboard that provides visual insight into your analysed results
  - Extra sector benchmarking providing deeper insight
  - Personalised survey invitations with your company logo
  - Segmentation analysis, providing insight into customer satisfaction results
  - International use of Business Benchmarking and ServCheck
- 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 - 2 free workshops per year
- Assessor Development workshop - 2 free places per year
- 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\* - 3rd enrolment free
- Individual Membership allocation for qualified employees - 15 free per year
- Assessment for potential Companion Membership - 6 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
- Invitations to TAN meetings, exclusively for Trusted Advisory Network members - 4 meetings per year





## Interested in becoming a member?

Embed service throughout your organisation and  
enhance your business performance.

Join today

Contact Derek:

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Call +44(0) 207 2602620



The Institute of  
Customer Service