

Institute of Customer Service

Annual General Meeting

Minutes of the 26th Annual General Meeting held at 9.45am on Tuesday 18th July 2023 at Glaziers Hall, 9 Montague Close, London SE1 9DD

1. Members and officers present

See attached listing

Giles Hawke welcomed members to the meeting.

2. Proxy votes held

Bill Leonard, Company Secretary, held the proxy votes. Mr Giles Hawke took the chair and confirmed a quorum for the meeting was present.

3. Minutes of previous meeting

The minutes of the meeting held on Wednesday 13th July 2022, were received and agreed as a true record of the meeting.

4. Matters arising from the minutes

There were no matters arising.

5. Review of 2022-23 Performance

Chairman of the Board, Mr. Giles Hawke, welcomed all to the 26th Annual General Meeting and reminded the group why The Institute of Customer Service exists and why it matters to business performance. Giles further went on to state that whilst the external environment continues to remain unstable The Institute had a successful year in 2022/23. He went on to share the latest results from the UKCSI (July 2023) and talked through the *Five Dimensions of Customer Satisfaction* including the work The Institute had undertaken from a breakthrough research perspective. Mr. Hawke shared some of the key highlights of 2022/23 – noting member satisfaction increased by 0.4 to 84.5, our *Service with Respect* campaign received a major win with the new legislation passed to protect public-facing workers and how The Institute has solidified its end-to-end offering with product and service enhancements, ensuring membership is at the core of everything, supported by the Insight Consultancy and Academy teams. Mr. Hawke focused on the overall performance of The Institute and confirmed that The Institute ended the financial year for 2022/23 with 379 organisational members: welcoming 38 new members and bringing the total membership years to 1,356 years. 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. Hawke said The Institute will continue to raise the profile and importance of Service through various channels such as media and stakeholder interest. Mr Hawke confirmed The Institute posted a pre-tax loss of £242K and has £6.1m in reserves.

Following the presentation Mr. Giles Hawke asked for questions from the members.

6. Audited accounts for the year ended 31 March 2023

7. Mr Giles Hawke welcomed Amanda Ruggles who confirmed that in the opinion of Gilberts, the auditors, the Institute's 2022-2023 financial statements gave a true and fair view of the state of the Institute's affairs as at 31st March 2023; 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.

8. The Resolution to receive and adopt the Annual Report and Accounts of the Company for the year ended 31st March 2023, and the reports of the Directors and Auditors thereon was put to the meeting. This was proposed by Helen Luty of Landmarks Information Group and seconded by Sarah Stainthorpe of The Leadership Factor. 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

9. 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 Sean Stringer of Hampshire County Council and seconded by Gemma Dymond of Natural resources Wales. 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.
10. The Resolution that the directors be authorised to agree the auditors' remuneration was put to the meeting. This was proposed by Suzanne Gordon of Information Commissioners Office & seconded by Dawn Watkins of Legal & General Affordable Homes. 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. The resolution to appoint David MacLeod as a Director of The Institute with effect from 1st January 2023 was put to the meeting. This was proposed by Kiran Sihgh of Legal & General Affordable Homes and seconded by Aparajita Ajit of Capita Experience. 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.
12. Giles Hawke confirmed that all the resolutions had now been put to the meeting and asked if anyone had any queries on the matters discussed or any further general questions. No questions were asked from the attendees of the meeting.
13. Chief Executive, Ms. Joanna Causon, addressed the AGM outlining the Institute's focus for 2023/24.

Mrs. Causon opened the session by acknowledging the challenges and difficulties organisations are facing and thanked members for their support and patience whilst The Institute underwent its own changes within the client-facing team.

Jo reminded the group about The Institute's purpose, vision, value proposition and mission including how The Institute would remain relevant and the impact The Institute was striving to achieve. Ms. Causon went on to summarise the three-year business plan and the key findings from the 2022-member survey highlighting The Institutes key areas of focus over the next 12 months. She spoke about the *Service Nation* and four pillars and the work around the APPG for Customer Service Group.

Lastly, Mrs. Causon went on to reiterate the core focus points for 2023/24:

- Member engagement and depth of relationships through the utilisation of all products and services - providing the ROI of excellent service.

- The roles of the CDD/CDM in being the critical friend and the importance of ROI statements and Engagement plans for members.
- Deliver a clear and focussed policy and the work with the APPG and Government and Media on the importance of Customer experience to the economy and build on the Inspiring a Service Nation and levels of Professionalism campaign.
- Focus on insight, breakthrough research and UKCSI (help to address the latest results)
- Sharing best practice and building on our profile and influence – networking and events including the Annual Conference in March 2024
- Continuing to improve our infrastructure, skills and capability – driving up efficiency and effectiveness.
- Deliver on our Governance campaign.
- Investigate the viability of the Service University

The Chief Executive went on to thank the members and staff colleagues for their continued support and involvement throughout the last financial year.

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

14. Giles Hawke 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 Giles Hawke drew the formal meeting to a close and thanked members for their attendance.

As part of the proceedings of the meeting the Chairman, Giles Hawke put the four resolutions to the attendees and asked if anyone wished to propose acceptance of the resolution and if anyone was prepared to second the proposals. Each of the resolutions received a proposer and a seconder and after all the resolutions were put to the meeting, the Chairman asked the attendees if anyone had any queries or objections to any of the matters put to the meeting. Whilst nobody raised any objections or disagreed with any of the decisions made at the meeting, the Chairman didn't specifically ask the audience if they were in favour of the resolutions being passed or not.

For the record therefore, a communication was sent to all attendees of the AGM on 19th July 2023, and again on 2nd August 2023. Attendees were informed that if they were in favour of passing the resolutions then they need not take any further action but if they were not in favour of passing the resolutions, they were asked to confirm back to the Company Secretary by 9th August 2023, that this was the case for each of the resolutions concerned.

Only one response was received during this time regarding this matter which confirmed that they were in favour of all the resolutions passed at the meeting. As a result of this, we conclude that nobody was not in favour of passing the resolutions and therefore all the resolutions were passed.