

Speaker Profile

Jo Causon, CEO, The Institute of Customer Service



For the past 14 years, Jo Causon has been a passionate campaigner on the vital importance of customer service for organisations and the UK economy, and she has helped bring in new laws to protect public-facing workers from customer abuse.

The Institute of Customer Service is the UK’s independent professional customer service body and exists to help its members improve their performance by enhancing their customer experience.

Working across the public, private and voluntary sectors, Jo provides strategic advice to boardrooms to raise the standards of service across the UK, providing evidence of the connection between customer satisfaction and operational efficiency and profitability.

Background

Jo joined The Institute as Chief Executive in 2009. Since then, she has driven membership growth and established the UK Customer Satisfaction Index as the country’s most trusted indicator of consumer satisfaction.



She brings a wealth of experience from the commercial sector, enabling her to speak the language of business and put customer service at the heart of the boardroom agenda. She has held non-executive positions on Aegon's independent governance committee and Vivid. She has also held Director roles in financial services, brand and business consulting, and policy development and research for City & Guilds and The Chartered Management Institute.

A trusted source of independent expertise

A regular media commentator and prominent keynote speaker, Jo is asked to provide commentary for national and broadcast media including:

- [BBC Radio 5's Wake up to Money](#)
- [The Telegraph – Why aren't we being served?](#)
- [The Observer – Believe it or not, some companies still put their customers first](#)
- [BBC Radio 4's Today Programme – Service with Respect](#)
- [ITV Tonight – Customers: Are We Being Served?](#)
- [BBC Breakfast – Service with Respect data, case study and interview](#)
- [ITV News – customer abuse case study and interview](#)
- [The Guardian - UK customer service complaints at highest level on record](#)
- **UKCSI:** [The Telegraph](#), [BBC News Online](#), [Evening Standard](#), [Mail Online](#), [Independent](#)

Jo typically gives keynote speeches at 30-40 external conferences per year, in addition to numerous podcasts and member Board sessions.

Public policy & regulation

Working with politicians of all stripes, regulators and senior civil servants, Jo focuses on the impact that service has on the UK economy and productivity, and she is regularly asked to help shape policy. She has been invited to give evidence at the Communications and Digital Select Committee on their inquiry into digital exclusion and the cost-of-living crisis and the Public Administration Select Committee inquiry into complaints handling.

As secretariat for the All-Party Parliamentary Group on Customer Service, The Institute raises awareness and understanding of customer service amongst parliamentarians, establishing a dialogue between Government and business across all sectors. More details [here](#).

Campaigning: Service with Respect – a change in the law



In July 2020, The Institute of Customer Service launched its Service with Respect campaign. BBC Breakfast helped highlight the important issue of abuse against customer-facing workers, interviewing Jo about the aims of the initiative.


On 8 December 2021, The Times published an abridged version of [this open letter](#) – signed by 75 business leaders and Parliamentarians - calling for action to tackle the issue of abuse against public-facing workers.

Following many months of campaigning – and having gained the support of over 280 businesses, unions, MPs and Peers - we achieved one of our core aims: a change in the law to protect all public-facing workers from abuse.

Sharing knowledge

Away from work, Jo is a keen walker and traveller. She has travelled extensively around the globe, using her experiences to draw parallels on service strategy which she believes UK organisations should adopt and adapt to enhance customer satisfaction in an increasingly global marketplace.

Click the image below to see examples of Jo’s widely-read [thought leadership pieces](#), which are periodically also picked up by the media.




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Why does this matter?

Service is critical to the UK economy and how we are viewed as a nation internationally. With 61% of the workforce engaged in roles that involve serving customers and 80% of the UK’s GDP coming from the service sector, the work Jo has been doing – and continues to do – can make a difference.

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



142% 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



33% 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

£7.1bn

£7.1bn 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