

The Institute of Customer Service - Annual General Meeting

Minutes of the 27th Annual General Meeting held at 9.45am on Wednesday 10th July 2024 at Glaziers Hall, 9 Montague Close, London SE1 9DD

1. Members and officers present

See attached listing [here](#).

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 18th July 2023, 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 2023-24 Performance

Chairman of the Board, Mr. Giles Hawke, welcomed all to the 27th Annual General Meeting. Giles shared some of the challenges in the external environment and the impact these have had on businesses.

He went on to share the latest results from the UKCSI (July 2024) 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 2023/24 – noting member satisfaction decreased for the first time in many years, our *Service with Respect* campaign received over 300 supporters 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 2023/24 with 357 organisational members: welcoming 33 new members and bringing the total membership years to 1,271 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 profit of £215K and has £6.6m in reserves.

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

6. Audited accounts for the year ended 31 March 2024

Mr Giles Hawke welcomed Amanda Ruggles who confirmed that in the opinion of Gilberts, the auditors, the Institute's 2023-2024 financial statements gave a true and fair view of the state of the Institute's affairs as at 31st March 2024; 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.

The Resolution to receive and adopt the Annual Report and Accounts of the Company for the year ended 31st March 2024, and the reports of the Directors and Auditors thereon was put to the meeting. This was proposed by Phil Holder of Coal authority and seconded by Steve Richards of Rothesay. 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.

7. Appointment of auditors

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 Clare Shufflebotham of Jisc and seconded by Sarah Stainthorpe of The Leadership Factor. 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.

The Resolution that the directors be authorised to agree the auditors' remuneration was put to the meeting. This was proposed by Lisa-Marie Birtles of Partington's Holiday Parks and seconded by Michelle West-Wiggins of Cirencester Friendly Society. 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.

The resolution to confirm the appointment of Chris Pitt as a Director of The Institute with effect from 1st April 2024, was put to the meeting. This was proposed by Sam Wooller of MoneyBarn and 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.

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.

Chief Executive, Ms. Joanna Causon, addressed the AGM outlining the Institute's focus for 2024/25.

Ms. 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.

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 2023-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, Ms. Causon went on to reiterate the core focus points for 2024/25:

- Member engagement and depth of relationships through the utilisation of all products and services - providing the ROI of excellent service.
- 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.
- Create the ROI toolkit
- 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 2025
- Continuing to improve our infrastructure, skills and capability – driving up efficiency and effectiveness.
- Deliver on our and Service with respect 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 and to recognise the work of Bill Leonard the current CFO who was retiring at the end of July.

8. Ordinary business of the Institute

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.