



Institute of Customer Service Annual General Meeting

Minutes of the 28th Annual General Meeting held at 9.45am on Wednesday 9th July 2025 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

Winnie Armah, 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 10th July 2024, 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 2024-25 Performance

Chairman of the Board, Mr. Giles Hawke, welcomed all to the 28th Annual General Meeting and thanked members for their continued commitment to the Institute.

Mr. Hawke shared some of the challenges in the external environment, the impact on businesses and the Institute's support in helping our members navigate these. He shared the latest results from the UKCSI (July 2025) which showed one of the sharpest increases in the index and called for momentum to continue the upward trend. He also talked through the Five Dimensions of the UKCSI and the relative movements.



Mr. Hawke shared some of the key highlights of 2024/25. These included a strengthening of member engagement evidenced by a six-point improvement in member satisfaction score, the publication of three pieces of research, an increase in our Service with Respect campaign supporters to 340, the resounding success of the Annual Conference. He reiterated that these were all underpinned by a solid membership base supported by the Research, Insight Consultancy and Academy teams.

Mr. Hawke confirmed that The Institute ended the financial year for 2024/25 with 334 organisational members. He highlighted the diversity and international outlook of the new membership. He also reiterated the Institute's continued focus of raising the standards and support for members on their journey to achieve The Institute's accreditations and qualifications..

Finally, Mr. Hawke recognised the leadership and positioning of the Institute. Following the presentation Mr. Giles Hawke invited questions from the members.

6. Audited accounts for the year ended 31 March 2025

Mr. Hawke welcomed Amanda Ruggles who confirmed that in the opinion of Gilberts, the auditors, the Institute's 2024/25 financial statements gave a true and fair view of the state of the Institute's affairs as at 31st March 2025; 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.

Resolution 1

The Resolution to receive and adopt the Annual Report and Accounts of the Company for the year ended 31st March 2025, and the reports of the Directors and Auditors thereon was put to the meeting.

This was proposed by Luke Horwath of John Lewis Partnerships (Waitrose) and seconded by Matt Hamilton from Portsmouth Water. 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

Resolution 2

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 Paul Jackson of Firs Open Access Operations and seconded by Lesley Taylor of Cosmos. 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.

Resolution 3

The Resolution that the directors be authorised to agree the auditors' remuneration was put to the meeting. This was proposed by Sam Fuller of Content Guru and seconded by Kim Amos – Charities Aid Foundation. 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.

8. Appointment of directors

Resolution 4

The resolution to confirm the reappointment of Graham Edwards OBE as a Director of The Institute with effect from 14th July 2025, was put to the meeting. This was proposed by Catalina Zaharia of Cabot Financial and seconded by Trevor Davis of Pensions Protection Fund. 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.

Resolution 5

The resolution to confirm the appointment of Jacqueline Starr as a Director of The Institute with effect from 1st October 2024, was put to the meeting. This was proposed by Michelle Baker Equifax and seconded by Nikki Lines of Simply Finance. 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 invited queries on the matters discussed and general questions. No questions were asked from the attendees of the meeting.

9. CEO Update

Chief Executive, Ms. Joanna Causon, addressed the AGM outlining the Institute's focus for 2025/26.

Ms. Causon opened the session by acknowledging the complex challenges in the external environment faced by organisations and the need to maintain focus on customer service in the face of these.

Ms. Causon reminded members about The Institute's purpose, vision, value proposition and mission and spoke about the four pillars of the Service Nation. She highlighted the launch of the ROI toolkit and encouraged members to explore it with their CDDs. She then summarised the three-year business plan and The Institute's key areas of focus over the next 12 months.

The Institute's focus for 2025/26 are as follows:

- Membership: - grow membership and increase product penetration.
- Profile and Influence: - continue to influence regulators and government (ongoing work on Service with Respect Campaign; events and networking; sharing best practice)
- Academy & Service University: - explore new learner experiences and delivery
- Thought Leadership & Research Themes
- Continuing to improve our infrastructure, skills and capability – driving up efficiency and effectiveness.
- Continue to work on our and Service with respect campaign

Jo Causon ended with a challenge to reflect on purpose, relevance, impact and legacy. She went on to thank the members and staff 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 continued efforts and achievements during the year.

10. Ordinary business of the Institute

Mr. 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 he drew the formal meeting to a close and thanked members for their attendance.