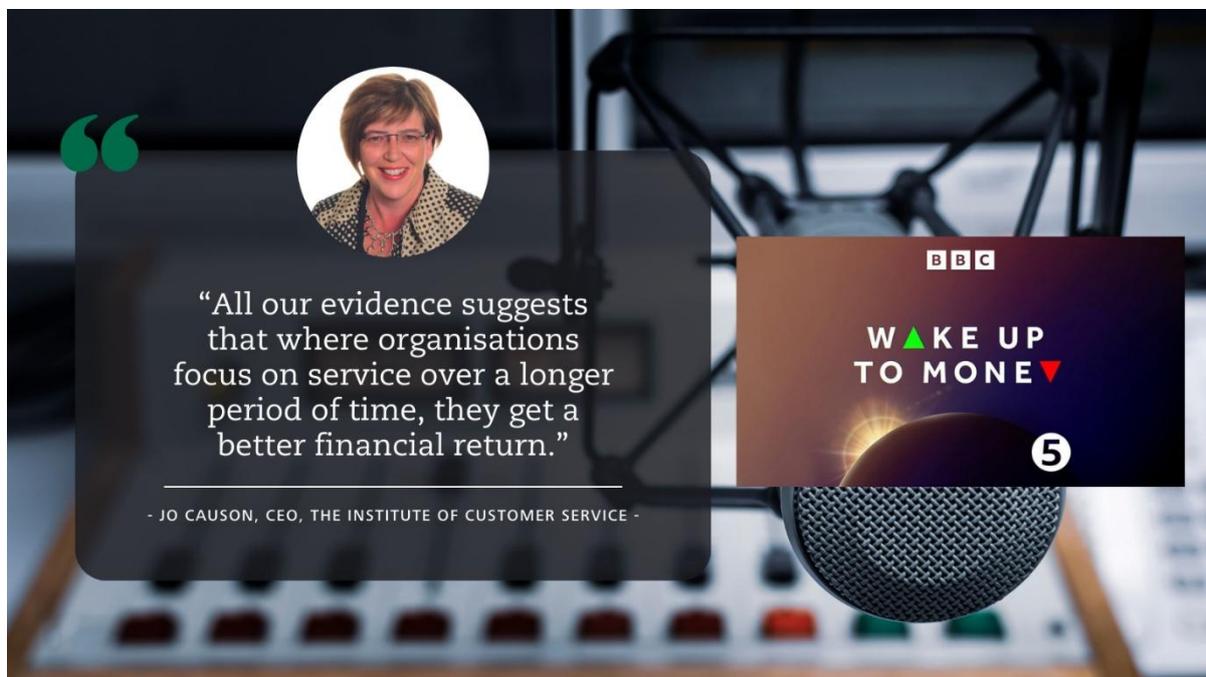


## Speaker Profile

### Jo Causon, CEO, The Institute of Customer Service



For the past 15 years, Jo Causon has been a passionate speaker and 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.

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

**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

#### 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 ([see highlight reel here](#)) including:

- [BBC Breakfast – protecting our public-facing workers](#)
- [BBC Radio 5's Wake up to Money](#)
- [The Telegraph – Why aren't we being served?](#)
- [Financial Times Weekend Magazine](#)
- [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?](#)
- [The Guardian - UK customer service complaints at highest level on record](#)
- **Customer Satisfaction Research:** [BBC News Online](#), [Evening Standard](#), [Mail Online](#), [This is Money](#)

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

Jo also hosts the podcast, [Causonomics](#), which features high profile guests across the business and media space.

## Public policy & regulation

Working with cross-party politicians, 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.

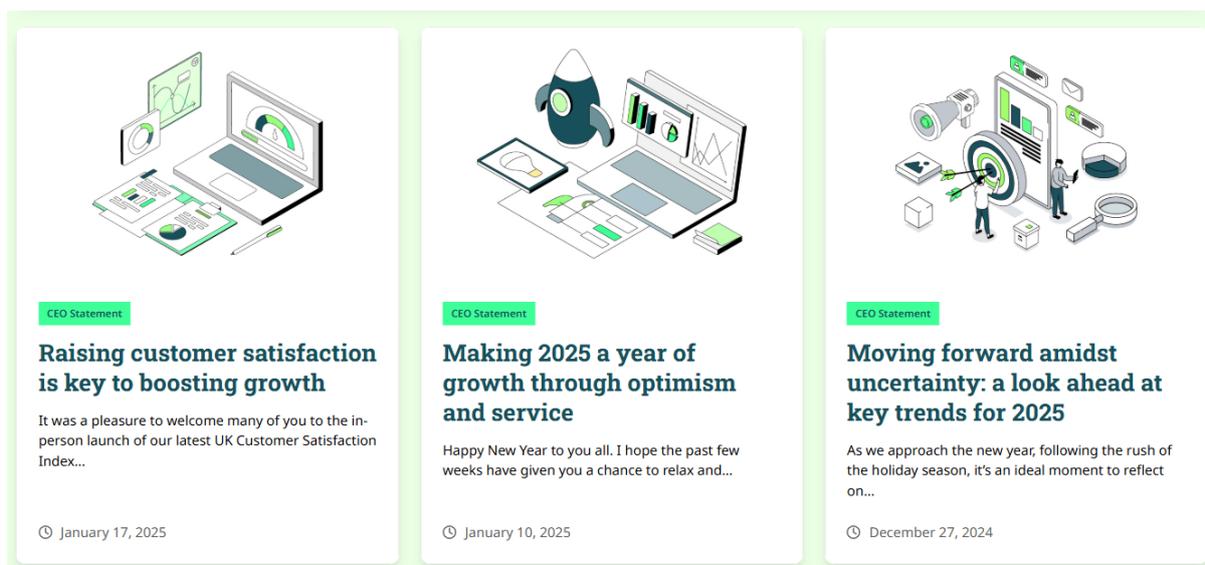
Following many months of campaigning – and having gained the support of over 325 businesses, trade bodies, unions, MPs and Peers - we achieved one of our core aims: a change in the law to protect all public-facing workers from abuse.

We continue to campaign regularly through Service with Respect, pushing for even stronger protections for customer-facing staff across all sectors in the UK, alongside better reporting and recording of instances of 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.



## 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.

**To book Jo Causon as a speaker at your event, please contact David Dagger, Director of Communications and Corporate Affairs at The Institute of Customer Service:**  
[david.dagger@icsmail.co.uk](mailto:david.dagger@icsmail.co.uk)