



The Institute of
Customer Service

SPEAKER PROFILE: **JO CAUSON**

CEO, The Institute of Customer Service

JO CAUSON

Service impacts customer retention, brand reputation and trust, influencing the extent to which the UK economy grows.



As CEO of the UK's independent professional body for customer service, and a trusted adviser to boards across many different sectors, Jo Causon is uniquely placed to offer expert, evidence-based commentary on the issues impacting business.

The Institute of Customer Service publishes the UK Customer Satisfaction Index - the nation's definitive measure of how customers feel about the organisations they deal with. The Institute's wider body of research covers topics including AI, Climate Change, The Future Customer and Organisational Culture. It's Customer Service Dividend research proves the link between service, productivity and profitability.

A force of nature and a force for good

Jo Causon is a passionate speaker and campaigner on the vital importance of customer service, and she has helped bring in new laws to protect public-facing workers from customer abuse.

She brings a wealth of experience from the commercial sector, speaking the language of business and putting service at the heart of the boardroom agenda.

Example topics:

- 👉 The Trust Economy: why service is the Boardroom's biggest growth lever
- 🧭 Leadership in an Uncertain World 🤖 AI and the Future of Service
- 💰 The Real Cost of Getting Service Wrong - The State of the Service Nation

The Institute of Customer Service

The Institute is the UK's **independent professional customer service body** - ensuring boards understand the value of service and improving organisations' business performance by enhancing their customer experience.

"All our evidence suggests that where organisations focus on service over a long period of time, they get a better financial return"

- JO CAUSON -

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 (click to view):



Jo gives keynotes at conferences and dinners, along with podcast appearances and Board sessions.



Jo also hosts the [Causonomics](#) podcast, featuring FTSE350 CEOs including Simon Roberts, Chris Pitt, Tom Athron and Dame Irene Hays

Public policy, regulation & campaigning

Working with cross-party politicians and regulators, Jo focuses on the impact that service has on the UK economy and productivity, and is regularly asked to help shape policy. She has given evidence at Select Committees and worked with the FCA in shape the Consumer Duty standard.

As secretariat for the **All-Party Parliamentary Group on Customer Service**, The Institute raises awareness and understanding of customer service amongst parliamentarians.



In July 2020, The Institute of Customer Service launched its Service with Respect campaign on BBC Breakfast, highlight the issue of abuse against customer-facing workers.

The campaign has gained the support of over 370 businesses, trade bodies, unions, MPs and Peers - and a change which made assaulting a public-facing worker an aggravated offence.

Why does this matter?

Service is the oil in the engine of the UK economy - and impacts how we are viewed as a nation. With **61% of the workforce** in roles that involve serving customers and **80% of the UK's GDP** coming from the service sector, .

To book Jo Causon as a speaker, contact David Dagger: david.dagger@icsmail.co.uk