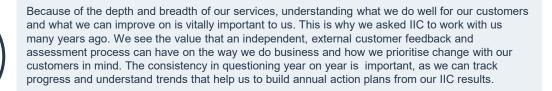
INSIGHT 360 - ARDONAGH ADVISORY: CASE STUDY

Ardonagh Advisory is the home of well-known community-led, customer-focussed insurance brokers and risk management services in the UK including Towergate, Towergate Health & Protection, Ethos Broking, Bravo Networks and Geo (our commercial MGA). We work with customers in almost every industry across the UK, helping them to find the right products and services to protect their assets and manage their risks. We have a vast distribution, supporting our customers online, over the phone and face-to-face, ranging from simple transactions through to full risk consultancy.



Ardonagh Advisory first collaborated with IIC in 2019, operating under their former name, Towergate Insurance Broking. After earning a Silver Award with a score of 7.91, they set their sights on achieving Gold.

By the next year, they had successfully upgraded to a Gold Award which they have consistently maintained since then. Clients frequently highlight the quality of Ardonagh Advisory's relationships, communication, and their ability to get things right the first time as standout features of their service.

When asked about their impressions of the brand, clients commonly describe it with words such as 'Integrity, Expertise, Knowledge, Care, Empathetic, Friendly,' and 'Professional, Knowledgeable, Local, Approachable, Caring.

IIC Score	Customer Score	Staff Score	Managers Score	Overall Score
8.91	8.09	7.63	9.10	8.09





Kirsty Wainwright-Noble Head of Marketing

"IIC is really valuable at influencing our customer experience strategy and understanding what we're doing well and what we could improve for our customers. They really understand our business, the language we use and what our customer priorities are, so always provide good input and suggestions to help us get the most out of the process. We massively value what the accreditation gives us. We use it in marketing, for award entries and as a badge of honour."



Ardonagh

ADVISORY

THE

CHALLENGE