



The award for companies that care

Attract new customers, retain existing ones and create a competitive advantage by delighting your customers

ACTIONABLE INSIGHTS



Internal and external gap analysis to identify strengths, weaknesses and areas for improvement

INDEPENDENT VALIDATION



Instant recognition and endorsement of your customer centricity to show that you are a company that cares

REGULATORY COMPLIANCE



Customised survey and tailored report to provide clear evidence that you meet your regulatory requirements

For corporates

A comprehensive assessment of leaders, employees & customers, with detailed segmentation of stakeholders, sentiment analysis & an IIC award (at one of 3-levels)



Insight 360

For small businesses

A self-evaluation for firms with up to 20-employees, offering an independent review of customer centricity and comparisons to similar companies



Verification

For individuals

A self-paced CX e-learning programme designed to enable and recognise your customer champions. Also available as a customised in-house course



Ambassador

For something extra

Customised solutions to meet your specific needs, including customer journey mapping, continuous real-time feedback, focus groups & document testing



Bespoke