

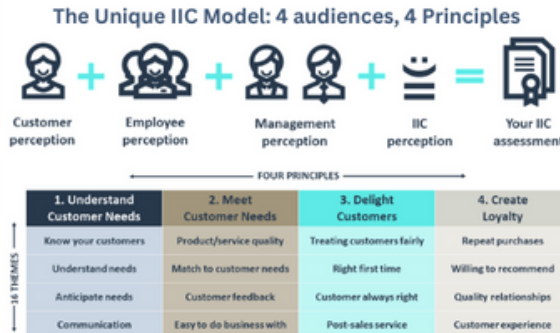


Insight 360 Assessment

Investor in Customers Insight360 is an established metric for continuous improvement in many businesses. Hundreds of companies have been accredited - Millions of customers and employees have participated.

Consistent methodology, across 4 core principles and 16 themes enables you to close the gaps between what senior managers think, employees do and customers want.

A key feature of IIC assessments is the comparing perceptions across key segments within each group to ensure consistency across the business.



IIC – Helping you to:

- Assess strengths and weaknesses
- Align internal and external actions
- Identify improvements
- Benchmark results
- Promote competitive advantage

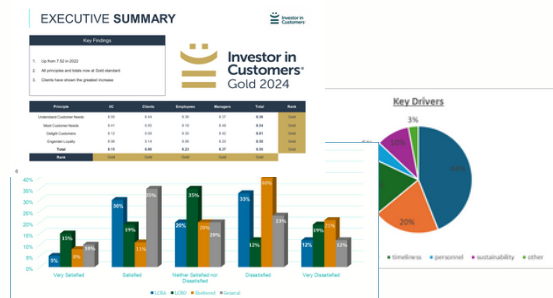
HOW IT WORKS

We will gather online feedback from your customers, employees, and management, adding our external perception to give a 360° analysis of your Customer Experience.

Your designated IIC practitioners will be on-hand throughout the process to make sure everything runs smoothly, and you get the maximum benefit from your assessment. Key steps:

- Joint project implementation call to agree timings, questions and data segments
- Secure data upload
- Surveys sent to target customers and employees
- Survey live for 2-weeks (maximum two reminders)
- Survey closed and analysed

ACTIONABLE INSIGHTS



- An executive summary report – highlighting the core results and key actions to take.
 - Record of all customer and employee comments (qualitative responses).
- Your independently verified IIC Award and digital assets to use on your website and other collateral.
- An independently verified Net Promoter® score to assess customer and employee loyalty
 - On-going support to turn insights into action

INDEPENDENT VERIFICATION

Achieve our standard and we'll accredit your organisation with an **annual Investor in Customers Award** to independently verify trust and differentiate you from your competitors

