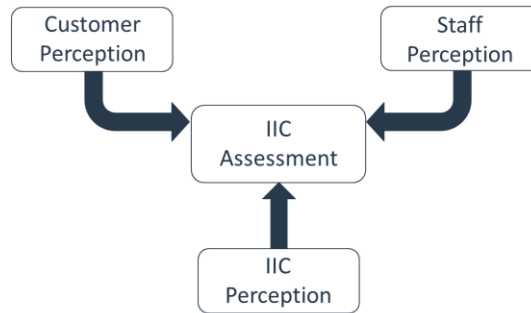


## IIC 2015 Customer Experience Assessment for Barnett Waddingham

### Introduction

Investor in Customers (IIC) provides an independent assessment of excellence in the field of customer service and customer relationships. The assessment is based on internal and external perceptions of the customer experience.



The IIC customer experience model tests the extent to which businesses (1) understand the needs of their customers; (2) meet those needs through their products and services; (3) delight their customers through the delivery of those products and services; and (4) create loyalty amongst customers and staff.

Understand Customer Needs	Meet Customer Needs	Delight Customers	Create Loyalty
Know your customers	Product/service quality	Treating customers fairly	Repeat purchases
Understand needs	Match to customer needs	Right first time	Willing to recommend
Anticipate needs	Customer feedback	Customer always right	Quality relationships
Communication	Easy to do business with	Post-sales service	Customer experience

Data is collected by online questionnaire with the assessment questions all scored out of 10, leading to an award – one, two or three stars, depending on the overall score achieved:



Superior



Outstanding



Exceptional

## Key Findings

Barnett Waddingham scored 7.46 out of 10 which qualifies them for an IIC two star award. Results in all main areas were similar to those recorded in 2014 showing an on-going consistency of service.

- Customers surveyed included financial advisers, SIPP and SSAS clients. Staff were also surveyed in order to gauge their view of the customer experience. The research was carried out in November 2015.
- Top scoring customer scores were for:
  - A belief that Barnett Waddingham staff behave with fairness, integrity and honesty
  - A high standard of communication
  - Staff being knowledgeable about Barnett Waddingham products and services
- Customers made a number of thought provoking suggestions as to how Barnett Waddingham could enhance their experience.
- In many cases customers perceived Barnett Waddingham as a leading provider of SIPP and SSAS products and looked to the company to take the lead in providing information and expertise to both members and non-members.
- Customers also provided valuable insight into which new products they would like to see introduced – highlighting an aptitude to buy additional products from the company.
- Customers would recommend Barnett Waddingham products to a friend or relative with the main reasons for their willingness to recommend being:
  - Friendly and helpful frontline staff
  - Making complicated matters easy to understand
  - A professional service with a personal touch
- Staff were largely positive. They recognised some customer concerns and indicated a willingness to rectify those issues and a willingness to embrace new ways to enhance the customer experience they provide. Net Promoter® measurements indicate that the majority (65%) of staff recommend the company as a good place to work.

*Investor in Customers Ltd*

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