

Discovery Roadmap Membership

For organisations who are creating or building
on their customer service strategy



Your organisation is ready to identify and prioritise the bold choices that will shape the future of your business. You understand that the key is having a clear strategic plan of action on how to serve your customers and you are ready to accelerate your journey. It is critical that you can demonstrate to your stakeholders the ways in which enhanced customer service positively impacts on organisational performance and results.

The Institute will help you develop a comprehensive customer service roadmap and engagement plan that will meet the on-going needs of your customers, create sustained improvements in service and improve productivity and business results.

By understanding your strategy and priorities, we will recommend a relevant blend of insight, knowledge, tools, training and practical solutions that will raise your customer service performance levels to meet your customers' needs.

How we help you in your journey



Advice & Support



Research & Insight



Critical Friend



Standards & Quality



Profile & Influence



Policy



Measure & Benchmark



Train & Develop

Discovery Roadmap Membership Overview

Client Relationship Director

Support, guidance and advice from a 'critical friend', who is:

- An expert in customer service, your dedicated Client Relationship Director will support you throughout your roadmap journey
- Working with you to develop a comprehensive customer service roadmap and engagement plan, their knowledge, expertise and insight will help you to meet the on-going needs of your customers to achieve your long term goals
- On hand to ensure you make the most of your membership, using the right tools and services to deliver tangible business benefits and demonstrate positive Return on Investment (ROI) through membership and investment in customer service



UK Customer Satisfaction Index

As a member of The Institute of Customer Service, you will receive and have access to the UK Customer Satisfaction Index (UKCSI) – published twice a year.

- You will also receive a sector report of your choice from the bi-annual UKCSI publications with detailed analysis across specific business sectors
- Use the insight to identify emerging and long-term trends in customer experience - the UKCSI highlights the characteristics and differentiators of the highest performing organisations as well as key areas for improvement



Breakthrough Research

- Each year The Institute publishes breakthrough research on key topics of vital interest for CEOs, customer experience leaders and professionals. These publications are free to you as a member, offering insight into the latest customer service strategies and challenges
- Access to Insight Consultancy - a team of highly experienced consultants and researchers providing strategic insight services. They can work with you to deliver a deep understanding of what matters to your customers, map and measure your customer experience and turn insight into practical action to improve customer satisfaction and business performance



Accreditation

The Institute offers nationally recognised, independent accreditations. As a member you are eligible to apply for accreditation at any point in your membership period:

ServiceMark - demonstrates your commitment and achievement in customer service.

- Available to members only, ServiceMark is a national standard, independently recognising an organisation's commitment to, and achievement of customer service excellence and its commitment to upholding those standards



TrainingMark – recognises the quality of your internal customer service training programme.

- TrainingMark is an accreditation for your own in-house customer service training programme - demonstrating that your training course meets national standards for customer service, as independently recognised by The Institute of Customer Service



Approved Centre accreditation – for those who demonstrate running The Institute’s Professional Qualifications programme consistently and to required standards.

- Organisations can apply for Approved Centre accreditation that have demonstrated they are operating The Institute’s professional qualifications framework in accordance with our standards and quality assurance requirements



Benchmarking and Measurement

Identify areas to improve, drawing on views of customers and employees to create action plans to support your goals, measure impact and drive your strategy. Through your membership you have access to our independent benchmarking surveys to help you measure customer satisfaction and your employees’ engagement with your service strategy.

- Business Benchmarking assesses your performance in and outside your sector to allow you to identify areas for improvement and build your service strategy
- ServCheck measures your employees’ connection and engagement with your strategy, culture, people and processes
- Objectively measure service performance over time with one of each survey available in each year of your membership

People Development

Development programmes for your people to build customer skills, knowledge and behaviours to achieve your organisation’s service goals and improve customer satisfaction.

- The Institute’s Professional Qualifications offer an exclusive framework of customer service learning - drawing on examples and evidence of delivering tangible benefits for your customers, organisation and employees
- Our Customer Service Management Qualification – a 12 month programme to develop your organisational leaders in ServiceManagement or Strategy. Individual membership at Management level is available to those who successfully complete the qualification
- You can access The Institute’s portfolio of short training courses designed to develop capabilities, improve service performance and engagement

- Individual Membership is available at the relevant level through successful completion of any of our training and qualifications. (Application fees apply)
- As a member, you can also access The Institute Academy for expert delivery and in some cases, for your in-house trainers to be trained or approved to deliver our courses.

Knowledge, Sharing and Networking

As a Discovery Roadmap member, you will be invited to Institute events throughout the year; workshops and webinars on subjects such, as interpreting research and insight, measuring return on investment, people development and employee retention - all tailored to the challenges facing organisations today.

Discovery Roadmap Membership Benefits

Membership Support and Resources: Manage your membership

Dedicated Client Relationship Director	✓
Membership resource pack	✓
The Institute of Customer Service Membership plaque	✓
Use of The Institute logo on website, email and other appropriate documentation	✓
Updates and support for National Customer Service Week	✓
Access to The Academy and Insight Consultancy**	✓
A tailored engagement plan to help you make the most of your membership	✓
Bi-annual ROI meetings to showcase the impact of your membership and review progress against your roadmap	✓

Research and Insight: review your strategy and improve your performance

UKCSI report and a choice of a sector report - published twice a year	✓
Members-only research launch webinars	✓
Free access to The Institute's published Breakthrough Research and launch events (typically 3-4 times per year)	✓
Free webinars on key topics such as recruitment and skills, customer service and ROI and employee engagement	✓

Benchmarking and Measurement: compare your performance with key players

ServCheck – unique assessment tool to measure your employees engagement with your service strategy	1 survey free per year***	
Business Benchmarking – the benchmarking tool to measure your external service standards	1 survey free per year***	
• Bespoke dashboard that provides visual insight into your analysed results		✓
• Extra sector benchmarking providing deeper insight		✓
• Segmentation analysis, providing insight into customer satisfaction results		✓
Client Relationship Director support to analyse the results and provide guidance on action planning		✓

Accreditation: demonstrate your achievement in customer service

TrainingMark eligibility to have your own organisational customer service training programme accredited – *price on application ✓

ServiceMark eligibility for nationally recognised accreditation of your organisational commitment to and achievement in Customer Service* ✓

Approved Centre accreditation eligibility to demonstrate you are operating to our professional qualifications framework in accordance with our standards and quality assurance requirements* ✓

People Development: empower your employees to deliver customer service excellence

Professional Qualifications available at four levels – to support the development of your people* ✓

Free workshop for up to 15 coaches to support Professional Qualification 1 free workshop per year

Free place on Assessor Development Workshop 1 free place per year

Access to our Service Focus training courses* - FirstImpressions ServiceManagement, Coaching for Excellence and ServiceImpact via The Academy delivery or through in-house trainers (subject to eligibility requirements being met) ✓

The Institute's Customer Service Management Qualification* 2nd enrolment half price

Individual Membership allocation for qualified employees 6 free per year

Assessment for potential Companion Membership 4 free per year

Knowledge, Sharing and Networking: access best practice from leaders

Access to exclusive member-only events, workshops and masterclasses* throughout the UK	✓
Facilitated member introductions	✓
Eligible to attend The Institute's Annual General Meeting	✓
Discounted rate to attend The Institute's Annual Conference	✓
Eligible to enter the UK Customer Satisfaction Awards	✓
Customer Focus magazine	3 issues per year
Monthly member newsletter	✓
Member-only area of the website for insight, resources and access to your benefits	✓

*Additional fees apply

**Additional services not included in membership fees

***Survey allocation cannot be carried over or brought forward; it must be used within the membership year