

## **Institute of Customer Service**

### **Annual General Meeting**

**Minutes of the 22<sup>nd</sup> Annual General Meeting held at 10.15am on Wednesday 17<sup>th</sup> July 2019 at Church House Conference Centre, Dean's Yard, London SW1P 3NZ**

#### **Members and officers present**

1. See attached listing  
Simon Roberts welcomed members to the meeting.

#### **Proxy votes held**

2. Bill Leonard, company secretary, held the proxy votes. Mr Simon Roberts took the chair and confirmed a quorum for the meeting was present.

#### **Minutes of previous meeting**

3. The minutes of the meeting held on Wednesday 18<sup>th</sup> July 2018, were received and agreed as a true record of the meeting.

#### **Matters arising from the minutes**

4. There were no matters arising.

#### **Review of 2018-19 Performance**

Chairman of the Board, Mr. Simon Roberts, addressed the AGM stating that 2019/20 had been a good year for the Institute; particularly with the context of the external environment. He went on to share the latest results from the UKCSI and work that the Institute had undertaken on productivity and the importance of service to the UK economy. The Institute had invested in its member offerings, including its research and insight work as well as the development of the Academy and the Insight Consultancy offerings. He talked about the 'end to end' customer experience for members, and shared the concept of the Institutes' eco-system, including The Academy and Insight Consultancy. Mr Roberts focused on the overall performance of The Institute and highlighted the increased gains in profile, policy and positioning and influence with a significant increase in media and stakeholder interest. Mr Roberts confirmed that there were 439 members totalling 1,449 membership years an increase on last year. He also stressed that the Institute was not complacent and was looking to invest further in its people and systems.

Following the presentation Mr. Simon Roberts asked for questions from the members.

#### **Audited accounts for the year ended 31 March 2019**

5. Mr Simon Roberts welcomed Mr Richard Keeble who confirmed that in the opinion of Gilberts, the auditors, the Institute's 2018-2019 financial statements gave a true and fair view of the state of the Institute's affairs as at 31<sup>st</sup> of March 2019; and had been properly prepared in accordance with both the UK Generally Accepted Accounting Practice applicable to smaller entities and the requirements of the Companies Act 2006.
6. The Resolution to receive and adopt the Annual Report and Accounts of the Company for the year ended 31<sup>st</sup> March 2019, and the reports of the Directors and Auditors thereon was put to the meeting. This was proposed by Dawn Creighton of Northumbrian Water and seconded by

Phil Dix of World remit. Questions and comments were invited from the audience, after which, the resolution was put to the meeting and the majority voted in favour with no votes against and no abstentions.

### **Appointment of auditors**

7. The Resolution to re-appoint Gilberts as auditors of the Institute to hold office from conclusion of the meeting until the conclusion of the next annual general meeting was put to the meeting. This was proposed by Trevor Davis of Pension Protection Fund and seconded by Phil Dix of World Remit. Any questions and comments were invited from the audience, after which, the resolution was put to the meeting and the majority voted in favour with no votes against and no abstentions.
8. The Resolution that the directors be authorised to agree the auditors' remuneration was put to the meeting. This was proposed by Julia Jenkins of The Crown Estate, and seconded by Georgina McKenna of Opus Telecoms. Any questions and comments were invited from the audience, after which, the resolution was put to the meeting and the majority voted in favour with no votes against and no abstentions.
9. The Resolution that Shirley Fell be re-appointed as a Director for a 3 year term with effect from 17th July 2019, was put to the meeting. This was proposed by Matthew Metcalfe of Covea and seconded by Anna Todd of Which? Any questions and comments were invited from the audience, after which, the resolution was put to the meeting and the majority voted in favour with one vote against and no abstentions.
10. The Resolution that Jonathan Cowie be re-appointed as a Director for a 3 year term, effective from 17<sup>th</sup> July 2019, was put to the meeting. This was proposed by Francesca Rea of NewDay Ltd, and seconded by Lyndsey Wilson of N Brown. Any questions and comments were invited from the audience, after which, the resolution was put to the meeting and the majority voted in favour with one vote against and no abstentions.
11. The Resolution that Cathryn Ross be appointed as a Director for a 3 year term, effective from 17<sup>th</sup> July 2019, was put to the meeting. This was proposed by Vivienne Hawker of Domino, and seconded by Alison Nicholson of Communisis. Any questions and comments were invited from the audience, after which, the resolution was put to the meeting and the majority voted in favour with one vote against and no abstentions.
12. The Resolution that Mark Gait be appointed as a Director for a 3 year term, effective from 1<sup>st</sup> September 2019, was put to the meeting. This was proposed by Martin Armytage of YPO, and seconded by Sarah Stainthorpe of TLF. Any questions and comments were invited from the audience, after which, the resolution was put to the meeting and the majority voted in favour with one vote against and no abstentions.
13. Simon Roberts confirmed that all of the resolutions had now been put to the meeting and asked if anyone had any further general questions.
14. Chief Executive, Ms. Joanna Causon, addressed the AGM outlining the Institute's focus for 2019/20.

Ms. Causon spoke about the importance of the Institutes purpose and vision, about how the Institute would remain relevant and the impact the Institute was striving to achieve. She highlighted the importance of customer service to the UK economy and the changing landscape and the need to maintain focus on the service agenda for the prosperity of the UK. She spoke

about the three pillars of the business plan which were: Member Engagement, Profile and Influence and resource and Environment. Ms Causon spoke about the importance of member feedback and that she was pleased that satisfaction had increased by 2% points; but that the Institute was not complacent and how the member feedback had shaped the 2019/20 business plan with a core focus on the following:

- Member engagement and depth of relationships through the utilisation of all products and services.
- The role of the CRD in being the critical friend and the importance of ROI statements for members.
- The work with the APPG and Government and Media on the importance of Customer experience to the Economy and skills agenda.
- The focus on insight and research and enhanced business benchmarking and UKCIS – in particular the research on recruitment and retention, procurement, Global Britain and changing consumer behaviours.
- Driving up the Institutes standards through embedding ServiceMark across the membership – she requested that members needed to look to do this across their whole organisation not just departments or functions
- Sharing Best practice and building on our profile and influence – networking and events including the Annual Conference in March 2019
- Continuing to invest in the Institutes capabilities and infrastructure
- Continuing to build on the profile, influence and impact of customer experience

15. The Chief Executive went on to thank the members and staff colleagues for their continued support and involvement throughout the last financial year.

16. On behalf of the membership, the Chairman expressed thanks formally to the Chief Executive and executive team for their continuing efforts and achievements during the year.

### **Ordinary business of the Institute**

17. Simon Roberts advised that there had been no other matters previously submitted. Members were then given the opportunity to raise further questions at this point after which Simon Roberts drew the formal meeting to a close and thanked members for their attendance.