

# Trusted Advisory Network

For organisations focused on enhancing their business performance through customer service



You have a strategy in place for customer service, but there are gaps that you need to address, or challenges around implementation. Regardless of which industry you operate in, your customers are increasingly complex and demanding. With the pressures of technology, regulations, competition and the need for sustainability and authenticity – now more than ever – your customers need to be at the heart of everything you do.

We help you with improving and implementing your customer service strategy and plans to increase your business performance and deliver higher levels of productivity and in the private sector, profitability.

We help you create a seamless experience that brings all the pieces together and aligns activity with the strategic priorities emanating from the Boardroom.

With our Trusted Advisory Network membership, we will work with you as a 'Critical Friend.' Acting at a strategic and operational level to ensure that customer service plays a genuine part in delivering greater performance.

In a world where trust and reputation is increasingly important, your Institute acts as an independent authority to support and guide you.

## How we support you in your journey



Advice & Support



Research & Insight



Critical Friend



Standards & Quality



Profile & Influence



Policy



Measure & Benchmark



Train & Develop

# Trusted Advisory Network 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 and advise you in all areas of customer service to drive your organisation strategy to the next level
- Dedicated to you and your organisation, their knowledge, expertise and insight will help link the business's strategic goals to your customers' expectations, ensuring that every part of the organisation understands what it has to deliver - and how - to build loyalty and recommendation
- 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 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 two sector reports 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 up to three surveys per annum
- As a TAN member, you will also be able to reach your customers and employees across the world through our international survey capabilities

## 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 Qualifications – a 12 month programme to develop your organisational leaders in Service Management 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 Trusted Advisory member, you will be invited to our TAN meetings to network and share best practice with other members throughout the year, from across all sectors.

You will also 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.

# Trusted Advisory Network Benefits

## Membership Support and Resources: Manage your membership

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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 on your business performance	✓

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## Research and Insight: review your strategy and improve your performance

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UKCSI report and a choice of 2 x sector reports published twice a year	✓
Member-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	✓

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## Benchmarking and Measurement: compare your performance with key players

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ServCheck – unique assessment tool to measure your employees engagement with your service strategy	3 surveys free per year***	
Business Benchmarking – the benchmarking tool to measure your external service standards	3 surveys free per year***	
• Bespoke dashboard that provides visual insight into your analysed results		✓
• Extra sector benchmarking providing deeper insight		✓
• Personalised survey invitations with your company logo		✓
• Segmentation analysis, providing insight into customer satisfaction results		✓
• International use of Business Benchmarking and ServCheck		✓
Client Relationship Director support to analyse the results and provide guidance on action planning		✓

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## Accreditation: demonstrate your achievement in customer service

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

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

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

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## People Development: empower your employees to deliver customer service excellence

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Professional Qualifications available to support the development of your people\* ✓

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Free workshops for up to 15 coaches to support Professional Qualification 2 free workshops per year

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Free places on Assessor Development Workshop 2 free places per year

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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) ✓

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The Institute's Customer Service Management Qualifications\* 3rd enrolment free

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Individual Membership allocation for qualified employees 15 free per year

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Assessment for potential Companion Membership 6 free per year

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## Knowledge, Sharing and Networking: access best practice from leaders

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Access to exclusive member-only events, workshops and masterclasses* virtual and face-to-face 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	✓
Invitations to TAN meetings, exclusively for Trusted Advisory Network members	4 meetings per year

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\*Additional fees apply

\*\*Additional services not included in membership

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