

OUR SERVICE



ServiceMark With Distinction

In December 2024, we achieved a Distinction level Institute of Customer Service (ICS) accreditation across our business.

Not only is this the highest level of achievement, We're the only Insurer to hold this wonderful accolade!

We're one of the longest standing members of the Institute, having been members for over 10 years. Being members of the ICS is a game changer, it gives us a seal of approval for the great service we provide and that we understand our customers.

ServiceMark is the national standard for Customer Service Excellence, developed by the Institute, and includes focused engagement with customers, employees, and an independent assessment by the Institute. Due to our high scores in each area, we were a worthy recipient of ServiceMark with Distinction.

'Obtaining the ICS ServiceMark with Distinction for the entire company is incredible. It doesn't come as a surprise as we see day-in, day-out the efforts from our customer-facing teams who consistently deliver for customers. It's a brilliant acknowledgment for what we do!'

STEPHEN LONG,
CLAIMS & OPERATIONS DIRECTOR



Institute Of Customer Service Assessment

The Institute's assessment found that commitment to excellent customer service was at the heart of our strategy, with clear focus from leadership, under-pinned by a strong customer service culture.

Receiving ServiceMark with Distinction is the highest accolade the Institute can give to an organisation, and across all sectors of their membership.

We're the only insurance provider to hold this level of accreditation. To maintain our accreditation, we have evidenced a clear commitment to continuing to build an inclusive environment and service that is accessible to all, including training to support customers in vulnerable circumstances.

Who Are The Institute Of Customer Service?

The Institute are the UK independent, not for profit, membership body for Customer Service.

They work to help organisations improve business performance through customer service. Evidence supports that those with higher-than-average Customer Satisfaction achieve better financial performance, as well as increased employee retention rates.

They have approximately 450 organisational members across a range of sectors and drive visibility of customer service at Government level.

Organisation Ranking By UKCSI Score

The below graph shows our UKCSI score in comparison to the wider market. The UKCSI is the UK Customer Satisfaction Index and it is based on 59,250 responses from an online customer panel. Customers rate their experience of an organisation they have recently dealt with on over 25 metrics of customer satisfaction, covering Experience, Complaints, Customer Ethos, Emotional Connection and Ethics.

The measures are based on The Institute's research into customer stated priorities and attributes that correlate strongly with high levels of customer satisfaction.



76%

UK All-Sector
Average

78%

Insurance
Average

84%

Covéa
Average

'We're so pleased to receive the ServiceMark with Distinction as it shows our commitment to customer service is being recognised. It also shows what a great job our customer service teams are doing.'

VICKI HESLOP,
DIRECTOR OF CUSTOMER & COMPLIANCE

