



# Membership Principles & Promises

Becoming a member of The Institute signals your organisation's genuine commitment to the continuous improvement of the customer experience.

What do we expect from you and what can you expect from us in return?

## Member Principle

## Institute Promise

### Commitment

Commit to the aims of The Institute for the benefit of your customers and to have a positive impact on UK plc

We will champion the "why" that connects excellent customer service to the success of UK plc and its competitive position

### Capability & Continuity

Value your people delivering a great end-to-end customer experience at all levels and invest in their professional development

We will help you identify and address development needs across your organisation to improve service outcomes at all levels

### Credibility

Listen to your customers and ensure promises are kept. Use feedback as a continuous service improvement tool

We will provide critical, expert advice and insight to help you set your service strategy and achieve your goals

### Consistency

Place the customer at the heart of your process design and service delivery

We will advise you on the optimum methods of customer service design and delivery

### Engagement

Engage with membership benefits to review and continuously improve your customer experience

We will act as your critical friend, working with you to identify ways to improve your customers' experience