

## MEDICASH MAINTAIN THEIR EXCEPTIONAL GOLD AWARD FROM INVESTOR IN CUSTOMERS

Medicash, one of the UK's oldest and largest healthcare cash plan providers, have achieved a further 'Gold' award from the independent Investor in Customers (IIC) assessment process.

Medicash first went through the IIC process in 2012 where they gained a silver award. In 2013 Medicash achieved the Gold award, the highest accolade awarded and this extraordinary level of customer service has continued to be achieved ever since.

There were so many positive comments from customers including:

- "My interaction with the company has never been anything short of a pleasure. Great staff, fast response to emails and payments made."
- "Used Medicash for many years and it's so easy and fast to make claims and offers great value."
- "The service and support has been faultless and during a very difficult time for myself Medicash have been a stress less experience."
- "I have found the offer (what's available) and the ease of claiming excellent, payment is amazingly prompt and the staff helpful. Medicash really feel like a company who puts the customer first."

IIC is an independent assessment organisation that conducts rigorous benchmarking exercises. These exercises determine the quality of customer service and the quality of relationships across several dimensions. These include how well a company understands its customers, how it meets their needs and how it engenders loyalty. IIC also compares the views of staff and senior management to identify how embedded the customer is within the company's thinking.

**Danny Pickering, Director of Smile Customer Experience, who facilitated the assessment on behalf of IIC** commented: "This is another great achievement by Medicash and reflects the importance the Directors, Management and Staff place on Customer Experience. By year on year obtaining valuable insights and feedback and by using IIC's verifiable independent methodology, they are able to consistently improve the service they deliver to their customers. We are delighted to continue working with them. Very well done."

**Marj Murphy, Head of Customer Operations at Medicash,** added: "We are delighted and proud to be awarded the Investor in Customers Gold Award again in 2018. Customers are at the forefront of everything we do. Our aim is to consistently provide excellent customer service and support to our customers at all times.

"We would like to say a big thank you to all of our customers who took time out of their busy day to give feedback to IIC. We very much value their support and loyalty."



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### **Investor in Customers**

We are an independent customer experience agency. We conduct assessments, develop insights and award annual accreditations to businesses. We exist to help companies harness the power of insight to improve their customer experience – both inside and outside of the organisation. Boosting profitability, customer loyalty and employee retention.

We uncover the truth behind the customer experience companies deliver, validate current performance, and identify weak spots for improvement. Taking survey feedback from customers, employees and management teams, we identify the impact of the good and the bad across sixteen themes, plus the client's chosen business and customer segmentation. Findings are presented in a detailed insight report, along with a plan of action for quick wins for sustainable change.

Reach the IIC standard, and we'll accredit the company with an Investors in Customers Award – the exceptional Gold, Silver or Bronze standard. Promoting trust and reassurance to prospective new business, and helping prove compliance to any regulatory guidelines to Treat Customers Fairly (TCF).

Today's customers have the power of choice. They are more informed, have higher expectations, and are willing and able to switch brands with ease. Making customer experience more important than ever. By listening and acting on IIC assessment findings, a company can and will improve the customer experience they deliver.

Investor in Customers have been operating since 2006 and are trusted by a wide variety of businesses to deliver insight, pinpoint issues and verify their customers' experience. We've already surveyed over 1.8 million people and accredited 250 businesses.