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'Exceptional' An extremely impressive first assessment!



bruce stevenson
Insurance Brokers

The Challenge

Bruce Stevenson is one of the largest independent Insurance Brokers in Scotland providing first-class, comprehensive insurance broking and risk management services for both businesses and personal clients. The challenge was to measure and ensure a high level of service which could be used as a differentiator and to highlight any areas for improvement.

The Solution

Bruce Stevenson first teamed up with Investor in Customers in 2015 to give a complete independent view of the customer experience. The assessment involved research by IIC combined with feedback from customers, team members and senior management to assess how well the business understands its customer needs and how well it delivers services that meet those needs.

The Outcome

An extremely impressive first assessment, with scores for all 4 themes well into the three star range. In fact, out of all the Insurance brokers that IIC have run assessments for over the last 10 years, Bruce Stevenson's results were 2nd highest.

Treating customers fairly was the highest score, closely followed by 'The Customer is always right' proving that the company do have a strong customer service ethic running throughout the business. Interestingly Treating Customers Fairly was also the highest score from the employees views too.

The NPS® scores were also impressive at +50% overall. In fact, 88% of people surveyed were either Promoters or Passives.

Comments such as: "I would have no difficulty in recommending the company based on the excellent service that I have received over the past 8 years. Your staff are excellent and they have always gone the 'extra mile' to help, whenever help has been required." and "we have always found the company to be helpful with any enquiry we have and deal with it in a professional and efficient manner. No problem is too small. They also always demonstrate knowledge not only of the sector but our organisation and all its parts" . This really sums up the customer centric ethos throughout the whole of the company.

Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld

Customer Comments:

"We've had a consistent and high standard service from the company for many years."

"I have known the firm for over 35 years, people and service very friendly and competent!"

"Service is excellent and delivered through knowledgeable personnel."

"We get a good service, our insurance needs are varied and we get clear advice and information about our cover. We get an annual visit which is a nice personal touch. We use Bruce Stevenson after being recommended by other similar organisations."

"I like working with them - they are pro-active and go the extra mile - business and personal at all times."

"The level of personal service from Bruce Stevenson is unrivalled."

Edward Bruce, Chief Executive commented:

"At Bruce Stevenson, customer service is at the heart of everything we do. Having researched customer focused organisations we found IIC to be the most credible. Throughout the process they were supportive and pro-active. The feedback we received from customers has been enlightening and a real boost to staff morale. We have used the findings to promote our core values throughout the firm and to continually evolve our business."