

Institute of Customer Service

Annual General Meeting

Minutes of the 24th Annual General Meeting held at 10.15am on Wednesday 14th July 2021 at Mill House, 8 Mill Street, London SE1 2BA

1. Members and officers present

See attached listing

Simon Roberts welcomed members to the meeting.

2. Proxy votes held

Bill Leonard, Company Secretary, held the proxy votes. Mr Simon Roberts took the chair and confirmed a quorum for the meeting was present.

3. Minutes of previous meeting

The minutes of the meeting held on Tuesday 22nd September 2020, were received and agreed as a true record of the meeting.

4. Matters arising from the minutes

5. There were no matters arising.

There were no matters arising

5. Review of 2020-21 Performance

Chairman of the Board, Mr. Simon Roberts, addressed the AGM and reminded all why The Institute of Customer Service exists and why it matters. Simon further went on to state that 2020/21 had been a tough year for many organisations due to the ongoing impact of Brexit and the pandemic. Simon summarised the latest findings from the UKCSI and talked about what this means for organisations and the customer service agenda. Mr. Roberts shared some of the key highlights of 2020/21 and talked about the success of the breakthrough research launches, the stepping up of overall communications and Service with Respect Campaign. Mr. Roberts focused on the overall business performance of The Institute and confirmed that The Institute ended the financial year for 2020/21 with 387 organisational members: welcoming 43 new members and bringing the total membership years to 1,368 years. Furthermore, Simon said The Institute will continue to focus on raising the standards and working with members on their journey to achieve The Institute's accreditations and qualifications and finally, The Institute will continue to raise the profile and importance of Service through various channels such as media and stakeholder interest.

Following the presentation Mr. Simon Roberts asked for questions from the members.

Audited accounts for the year ended 31 March 2021

6. Mr Simon Roberts welcomed Amanda Ruggles who confirmed that in the opinion of Gilberts, the auditors, the Institute's 2020-2021 financial statements gave a true and fair view of the state of the Institute's affairs as at 31st March 2021; and had been properly prepared in accordance with both the UK Generally Accepted Accounting Practice applicable to smaller entities and the requirements of the Companies Act 2006.

7. The Resolution to receive and adopt the Annual Report and Accounts of the Company for the year ended 31st March 2021, and the reports of the Directors and Auditors thereon was put to the meeting. This was proposed by Francesca Rea, Director of Customer Service & Service Delivery, New Day and seconded by Annette Ritson, Customer Service Manager, Clarity. Questions and comments were invited from the audience, after which, the resolution was put to the meeting and the majority voted in favour with no votes against and no abstentions.

Appointment of auditors

8. The Resolution to re-appoint Gilberts as auditors of the Institute to hold office from conclusion of the meeting until the conclusion of the next annual general meeting was put to the meeting. This was proposed by Neil Brady, Director, Rail Administration, RPMI and seconded by Emma Stott, Customer Service Director, Chess ICT. Any questions and comments were invited from the audience, after which, the resolution was put to the meeting and the majority voted in favour with no votes against and no abstentions.
9. The Resolution that the directors be authorised to agree the auditors' remuneration was put to the meeting. This was proposed by Lesley Taylor, Customer Experience Director, Cosmos Tours & Cruises & Seconded by Sadna Zaman, Customer Experience Manager, Legal and General Affordable Homes Any questions and comments were invited from the audience, after which, the resolution was put to the meeting and the majority voted in favour with no votes against and no abstentions.
10. Simon Roberts confirmed that all of the resolutions had now been put to the meeting and asked if anyone had any further general questions.
11. Chief Executive, Ms. Joanna Causon, addressed the AGM outlining the Institute's focus for 2021/22.

Ms. Causon opened her presentation by speaking about the external world and the impact both Covid-19 and Brexit has had on organisations and the customer service experience. Ms. Causon reminded members of the importance of the Institute's purpose, vision, and mission and how the Institute continues to remain relevant and the impact the Institute was striving to achieve. She summarised the key findings from the 2020-member survey and highlighted The Institutes key areas of focus for the next 12 months. She spoke about the Institute's three pillars; Member Engagement, Profile and Influence and Resource and Environment and the work around the APPG for Customer Service Group and the success of our campaign '*Back our Essential Workers: Service with Respect*' noting the campaign has 167 supporters with many MPs supporting the campaign.

In addition, Ms. Causon went on to explain the key strategic priorities for 2021/22:

- Continue to develop our research, knowledge and insight capability.
- Membership engagement is critical at all levels.
- Build on the profile, influence and impact of customer service.
- Build on our standards and quality and delivery through 'The Institute of Customer Service Academy'.
- Deliver a clear and focused Policy and Government agenda whilst working alongside our APPG co-chairs.
- Continuing to invest in the Institutes infrastructure, skills and capability.
- The role of the CRD in being the critical friend and the importance of ROI statements for members.
- Partnerships.
- Develop the next three-year strategy.

Finally, Ms Causon thanked Paul Pugh (Audit Committee Chair) for his support and commitment over the past six years and informed members that he will be stepping down in September 2021.

The Chief Executive went on to thank the members and staff colleagues for their continued support and involvement throughout the last financial year.

On behalf of the membership, the Chairman expressed thanks formally to the Chief Executive and executive team for their continuing efforts and achievements during the year.

Ordinary business of the Institute

12. Simon Roberts advised that there had been no other matters previously submitted. Members were then given the opportunity to raise further questions at this point after which Simon Roberts drew the formal meeting to a close and thanked members for their attendance.