**Template communications**

**Membership with The Institute of Customer Service**

**Please** **note:** when communicating about The Institute of Customer Service, please share any draft communications with your CDD and CDM in advance to ensure consistency and clarity of messaging. Please allow the following timelines for review of comms:

* Two working days for press release review, blog post review, or social media post review
* Three working days for drafting a quote from our CEO
* Five working days to review bulk content, e.g., a presentation or communications pack

All the suggested copy provided below is meant as a helpful starting point – please do appropriately modify it to make it more relevant and specific to your organisation.

**Announcing your Membership**

**Sample Intranet post:**

We’ve joined The Institute of Customer Service!

To further its ongoing commitment to customer excellence and supporting our customer service staff, [COMPANY NAME] has joined [The Institute of Customer Service](https://www.instituteofcustomerservice.com).

The Institute of Customer Service is the UK's professional customer service body, seeking to improve business performance through enhanced customer experience.

The membership will provide tools and services to support [COMPANY NAME]’s continuous customer service improvement, as well as a framework for us to share progress with the whole organisation.

There were several key drivers behind our decision to join The Institute, including understanding our service strengths and areas of improvement, and enhancing our service performance. Through membership, we will gain access to exclusive research, training, and a network of other leading businesses.

Membership will give us access to training, regular research-backed insights, and independent benchmarking, as well as top-tier advice and counsel to deliver world-class customer service, with services - including:

* Professional development (workshops, training & qualifications)
* Performance benchmarking
* Policy engagement
* Exclusive research and insight
* Advice, support, and counsel for multiple stakeholders

You can find out more about the [benefits of membership here.](https://www.instituteofcustomerservice.com/membership/organisations/)

We will be updating you regularly on the various activities we will undertake as part of our membership with The Institute, but in the meantime if you have any questions, you can reach out to [NAME], who is managing the membership.

**Sample internal email**

Dear all,

Some exciting news to share with the team! As part of its ongoing commitment to putting customer excellence at the heart of everything we do, [COMPANY NAME] has decided to join [The Institute of Customer Service](https://www.instituteofcustomerservice.com/).

The Institute of Customer Service is the UK's professional customer service body, seeking to improve business performance through enhanced customer experience.

The membership will provide tools and services to support [COMPANY NAME]’s continuous customer service improvement, as well as a framework for us to share with progress the whole organisation.

You can find out all about the [benefits of membership here](https://www.instituteofcustomerservice.com/membership/) – some of the services we will take advantage of include:

* Professional development (workshops, training & qualifications)
* Performance benchmarking
* Policy engagement
* Exclusive research and insight
* Advice, support, and a counsel for multiple stakeholders

This will be the first of many emails championing this membership and the activities and engagement that will come with it – in the meantime, if you have any questions, you can reach out to [NAME], who is managing the membership.

All the best,

The Customer Care Team

**Sample press releases**

Joining The Institute

**[COMPANY NAME] joins The Institute of Customer Service, strengthening commitment to customer excellence**

[COMPANY NAME] has today announced it has joined The Institute of Customer Service, as part of its ongoing commitment to customer excellence.

The Institute of Customer Service is the UK's professional customer service body, seeking to improve business performance through enhanced customer experience. Their vision of a world where customer experience makes a positive and sustained impact strongly aligns with the service-led values at [COMPANY NAME].

As part of its overall strategy of continuous customer service improvement, [COMPANY NAME] will work with The Institute of Customer Service to develop its service offering, upskill, and train staff, measure and benchmark its performance, and promote service excellence both in the [RELEVANT SECTOR] industry and more broadly.

[HEAD OF COMPANY] said of the announcement: *“I am excited to be sharing the news that [COMPANY NAME] will be working with The Institute of Customer Service to further solidify our commitment to putting customers at the heart of everything we do. This partnership will not only help us gain a deeper understanding of where we are currently with our service offering but will also allow us to identify areas of improvement as we continue our service journey.”*

ENDS

Winning an Award at The Institute’s Customer Excellence Awards **– for guidance/inspiration only, please write in your own words to avoid multiple similar press releases/social posts being issued at the same time**

**[COMPANY NAME] scoops prestigious [AWARD NAME] at The Institute of Customer Service Customer Excellence Awards**

The customer excellence team at [COMPANY NAME] are today celebrating an exciting win at the UK Customer Satisfaction Awards, as they take home the award for [CATEGORY].

The Institute of Customer Service is the UK's professional customer service body, seeking to improve business performance through enhanced customer experience. Its yearly UK Customer Satisfaction Awards recognise organisations and individuals that have implemented successful customer service strategies, and that have gone the extra mile in putting customers first.

Jo Causon, CEO of The Institute of Customer Service said: “[COMMENT PROVIDED ON REQUEST – PLEASE SEND THROUGH YOUR DRAFT RELEASE AND WE WILL ADD]”

[COMPANY NAME] entered the [CATEGORY] based on its vast improvements in this area over the past year, as well as its commitment to celebrating and uplifting the teams that drive and promote the service agenda within the organisation.

[HEAD OF COMPANY] commented on the win: “*[COMMENT HERE].”*

**Sample LinkedIn posts**

The Institute’s social team can work with you to create LinkedIn images to announce membership and will work with you to jointly announce new membership through [The Institute’s LinkedIn account](https://www.linkedin.com/company/92288/).

Please contact [laura.alemany@icsmail.co.uk](mailto:laura.alemany@icsmail.co.uk) to discuss a joint LinkedIn announcement.

**Sample post from The Institute’s company account:**

We are delighted to welcome [tag company] 🤝 into membership of The Institute of Customer Service.

We look forward to supporting [company name] with its professional development and customer experience strategy.

Find out more about joining us as a member 👉 <https://www.instituteofcustomerservice.com/membership/>

**Member post sample #1**

We are delighted to become a member of The Institute of Customer Service 🤝

We look forward to working with @Institute of Customer Service to gain independent customer feedback and benchmarking our service levels against other organisations.

Find out more about joining us as a member 👉 <https://www.instituteofcustomerservice.com/membership/>

**Member post sample #2**

We are now members of The Institute of Customer Service 🤝.

We look forward to working with @Institute of Customer Service to reenergise our customer focus through its research, professional development, and strategic advice.

Find out more about joining us as a member 👉 <https://www.instituteofcustomerservice.com/membership/>

**Member post sample #3**

We are delighted to have joined The Institute of Customer Service as a member 🤝.

We look forward to working with @Institute of Customer Service on our training and development as we start on our journey towards ServiceMark accreditation.

Find out more about joining us as a member 👉 <https://www.instituteofcustomerservice.com/membership/>

**Announcing ServiceMark Accreditation**

One of the key milestones your company will achieve with The Institute should be ServiceMark accreditation - a national standard, independently recognising an organisation’s achievement in customer service and its commitment to upholding those standards.

Below are some suggested communications to let your employees know the great news once ServiceMark is achieved.

**Sample Intranet post**

[COMPANY NAME] achieves independent customer service accreditation with ServiceMark

We have some exciting news to share with the business today – after rigorous assessment and benchmarking, [COMPANY NAME] has been awarded ServiceMark accreditation by The Institute of Customer Service.

ServiceMark is a national standard awarded by The Institute of Customer Service, independently recognising our achievement in customer service and our commitment to upholding those standards.

The ServiceMark accreditation has been awarded to us based on several factors – including feedback from our own customers, as well as from our employees and how they engage with our customer service strategy.

Through assessing these areas, we now better understand the effectiveness of our customer service strategy and have also identified areas for improvement which we will be sharing with you in the coming months.

A massive thank you to all our employees who took part in the assessment process and made our ServiceMark accreditation possible.

To find out more about how you can celebrate and share the good news about [COMPANY NAME]’s ServiceMark accreditation, see brand assets and guidelines linked below.

[LINK TO ASSETS]

**Sample press release**

**[COMPANY NAME] is awarded ServiceMark accreditation, achieving independent customer excellence recognition**

Following a rigorous assessment, [COMPANY NAME] has been awarded ServiceMark accreditation by The Institute of Customer Service.

ServiceMark is a national standard, independently recognising an organisation’s achievement in customer service and its commitment to upholding those standards.

ServiceMark is awarded based on customer satisfaction feedback and an assessment of employee engagement with an organisation’s customer service strategy. It supports organisations in understanding the effectiveness of their customer service strategy and identifying areas for improvement.

Discussing the ServiceMark accreditation, [HEAD OF COMPANY] commented: *“We have a longstanding commitment to continuously improving our customer service, and championing our fantastic teams who work tirelessly to provide excellent care. That is why it is fantastic to see our achievements independently verified with the ServiceMark accreditation.”*

The Institute of Customer Service is the UK's professional customer service body, seeking to improve business performance through enhanced customer experience.

**Sample LinkedIn post**

We are excited to announce we have attained ServiceMark Accreditation from @Institute of Customer Service 🎉

Following rigorous, independent review and benchmarking, we are proud to say we have been awarded this national standard recognising our commitment to, and achievement in, customer service.

Find out more about how you can join us in achieving this prestigious accreditation 👉

<https://www.instituteofcustomerservice.com/standards-accreditation/servicemark/>