

Institute of Customer Service

Annual General Meeting

Minutes of the 25th Annual General Meeting held at 9.45am on Wednesday 13th July 2022 at Church House, Deans Yard, Westminster, London SW1P 3NZ

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 Wednesday 14th July 2021, were received and agreed as a true record of the meeting.

4. Matters arising from the minutes

There were no matters arising.

5. Review of 2021-22 Performance

Chairman of the Board, Mr. Simon Roberts, welcomed all to the 25th Annual General Meeting and reminded all why The Institute of Customer Service exists and why it matters.

Simon further went on to state that whilst the external world is and continues to remain volatile The Institute had a successful year in 2021/22. He went on to share the latest results from the UKCSI (July 2022) and talked through the *Five Dimensions of Customer Satisfaction* including the work The Institute had undertaken.

Mr. Roberts shared some of the key highlights of 2021/22 – noting the huge success of the *Service with Respect* campaign and how The Institute has solidified its end-to-end offering, ensuring membership is at the core of everything, supported by the Insight Consultancy and Academy teams.

Mr. Roberts focused on the overall performance of The Institute and confirmed that The Institute ended the financial year for 2021/22 with 389 organisational members: welcoming 48 new members and bringing the total membership years to 1,392 years.

Furthermore, The Institute will continue to focus on the goal of raising the standards and working with members on their journey to achieve The Institute's accreditations and qualifications. Finally, Mr. Roberts said The Institute will continue to raise the profile and importance of Service through various channels such as media and stakeholder interest.

Mr Roberts was delighted to confirm a strong financial year with income up by £1.3m and expenditure by £0.7m, resulting in a pre-tax surplus of £230k. This result was significantly better than the original

business plan which was to achieve a pre-tax surplus of £14k, which was an excellent result and demonstrated the leadership achieved over the year.

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

6. Audited accounts for the year ended 31 March 2022

7. Mr Simon Roberts welcomed Amanda Ruggles who confirmed that in the opinion of Gilberts, the auditors, the Institute's 2021-2022 financial statements gave a true and fair view of the state of the Institute's affairs as at 31st March 2022; 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.
8. The Resolution to receive and adopt the Annual Report and Accounts of the Company for the year ended 31st March 2022, and the reports of the Directors and Auditors thereon was put to the meeting. This was proposed by Trevor Davis of Pension Protection Fund and seconded by Sally O'Rourke of JLL - HSBC. 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

9. 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 Vicki Heslop of Covea Insurance and seconded by Debbie Maries of Cambridge University Press & Assessment. 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. The Resolution that the directors be authorised to agree the auditors' remuneration was put to the meeting. This was proposed by Suzanne Gordon of Information Commissioners Office & seconded by Andrew Hall of Stellantis. 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.
11. The resolution to reappoint Shirley Fell as a Director of The Institute with effect from 13th July 2022 was put to the meeting. This was proposed by Sara Cole of DWP and seconded by Mohammed Morad of Virgin Media O2. 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.
12. The resolution to reappoint Jonathan Cowie as a Director of The Institute with effect from 13th July 2022 was put to the meeting. This was proposed by Shirley Fell of Cirencester Friendly Society and seconded by Giles Hawke of Cosmos Tours. 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.
13. The resolution to reappoint Cathryn Ross as a Director of The Institute with effect from 13th July 2022 was put to the meeting. This was proposed by Phil Holder of The Coal Authority and seconded by Jeremy Scott of Communisis. 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.

14. The resolution to reappoint Mark Gait as a Director of The Institute with effect from 13th July 2022 was put to the meeting. This was proposed by Nicole Sharp of Sovereign and seconded by Matthew Craig of DWP. 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.
15. The resolution to appoint Graham Edwards as a Director of The Institute with effect from 13th July 2022 was put to the meeting. This was proposed by Raina Thurgood of Wolverine Europe Ltd and seconded by Julia Scovola of Wolverine. 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.
16. Simon Roberts confirmed that all the resolutions had now been put to the meeting and asked if anyone had any further general questions.
17. Chief Executive, Ms. Joanna Causon, addressed the AGM outlining the Institute's focus for 2022/23.

Mrs. Causon opened the session by acknowledging the challenges organisations are facing given the ongoing uncertainty in the external environment – what The Institute is seeing and how to continue to navigate and build on an Inspiring a Service Nation. Jo spoke about the importance of customer service to the UK economy and the link between customer satisfaction and business performance.

Jo reminded the group about The Institute's purpose, vision and mission including how The Institute would remain relevant and the impact The Institute was striving to achieve. Ms. Causon went on to summarise the key findings from the 2021 member survey and highlighted The Institute's key areas of focus over the next 12 months. She spoke about the key priorities for the next three years as well as the three pillars which were: Member Matters, External Impact and Influence and Sustainable Capability and the work around the APPG for Customer Service Group.

Lastly, Mrs. Causon went on to reiterate the core focus points for 2022/23:

- Member engagement and depth of relationships through the utilisation of all products and services - providing the ROI of excellent service
- The role of the CRD in being the critical friend and the importance of ROI statements for members.
- Policy development and the work with the APPG and Government and Media on the importance of Customer experience to the Economy and drive Inspiring a Service Nation and levels of Professionalism campaign
- Focus on insight, breakthrough research and UKCSI
- Sharing Best practice and building on our profile and influence – networking and events including the Annual Conference in March 2023
- Continuing to invest in The Institute's capabilities and systems and software – driving up efficiency and effectiveness
- Continuing to build on the profile, influence, and impact of customer experience
- Continue to raise the profile of customer service
- Hybrid learning and qualifications offering but greater flexibility
- Redeveloping and relaunching some of our products and services

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

18. 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.