

Credit management firm Intrum UK has achieved gold rating in an independent customer experience assessment for the seventh consecutive year.

Investor in Customers (IIC) has again given the business its highest gold standard for delivering 'exceptional' customer service. This makes Intrum the only business ever to achieve gold on first IIC assessment and maintain that top rating for seven consecutive years.

The company achieved an overall score of 9.14 out of 10, improving on the assessment conducted in the previous year, whilst also receiving an industry-leading customer NPS® score of +59.

This score was achieved despite an increase in staff of over 40 per cent in 2020 as the business expanded its outsourcing arm, and the fact that Intrum's employees worked remotely due to the COVID-19 pandemic.

Sandy Bryson, Director at Investor in Customers, said: "Intrum once again leads the way in providing exceptional levels of customer experience. The team demonstrate high levels of innovation, balancing constant evolution with unparalleled levels of consistency."

IIC's ratings are based on a survey of Intrum's customers, employees and management - assessing how well the business understands its customer needs and delivers services to meet them.

Eddie Nott, Intrum's UK Managing Director, said: "I am thrilled that we have once again set the bar for delivering exceptional service. We have all suffered in some way during this awful pandemic, so for our employees' efforts to be rewarded in this way is fantastic. It is clear our customers are incredibly appreciative of the service we provide day in day out."

One customer commented: "Compared to other companies, Intrum were friendly, kind and very understanding. They didn't make me feel belittled because I owe a debt. They helped me find the most affordable solution so I could pay what I owed."

Another added: "All the staff are always professional, caring and very sympathetic. They do everything they can to make the customer feel happy and unworried, for which I'm very grateful."

Chris Collins, HR and Customer Experience Director, said he was thrilled with the award. "To have achieved this accolade in normal circumstances would have been tremendous, but to do so during a pandemic is simply outstanding. It reflects the resolve and diligence our employees have shown during this unprecedented year."