

Press Release - for immediate release

Aurora Group firms fly the service standard!

Investor in Customers (IIC) the service standard experts have just presented IIC Awards to two founding members of Aurora Group, the City based boutique wealth management forum - Investment Quorum (IQ) and Capital Asset Management (CAM).

IIC use a star rating system for the Investor in Customers Award of 1/2/3 stars and both IQ and CAM have comfortably achieved the 3 star standard (IQ for an unprecedented third time).

Charlie Williams, director IIC commented: "The Aurora Group member firms are united in their belief in the importance of long term relationships with clients based on understanding their personal desires and aspirations. It is therefore gratifying to have been able to carry out these two assessments and evidence the success achieved by Lee at IQ and Alan at CAM in delivering against these challenging values. Both firms are in the top ten of companies we have assessed, across all business sectors."

He added: "Whilst there are differences between the two, around the margins, both have achieved very high client loyalty scores which from the comments made by clients are deeply rooted in the quality of service provided by Lee and Alan."

Both Lee and Alan were delighted with the detailed feedback from their assessments as well as the three star awards. Many client respondents were happy for their responses to be shared with the firm concerned. As Lee said, "we are now in a position to have meaningful discussions with many of our clients about specific aspects of our service and this will enable us to fine tune the service we provide, still further."

Alan agreed and also saw real benefits for staff. "My team are buzzing about the award and it's been great for them to see their efforts recognised in this way by the people who matter, our clients. It's been a great experience."

ENDS

Editor's Note

Investor in Customers was established in 2006 and offers companies the chance to gain the IIC award for customer service excellence.

Awards are based on independent research amongst customers, staff and senior management alongside research conducted by IIC staff themselves. The IIC award is based on the following four principles:

- Companies should understand their customers' needs
- They should meet those needs
- They should delight customers in the service they provide
- They should seek to develop a long term relationship with their customers

The IIC Award is based on the aggregation of the findings. We use a star rating system for the Award of 1/2/3 stars and successful companies are able to display the IIC star logo on their promotional material.

Further information can be found at www.investorincustomers.com

For comments, please call 01395 513330 or contact

Neil Craig
Janette Harvey

IIC Managing Director
IIC Marketing Manager

07976 644492
07545 804216