



CUSTOMERS' FRIEND

# METHODOLOGY



Times Square, New York, NY, USA  
Reuters Sign  
8 November 2018

# ABOUT CUSTOMERS' FRIEND CERTIFICATE



**The Customers' Friend gold medal and certificate - the consumer at heart - is an international market acknowledgement that is awarded to companies that have a proven superior relationship with their customers and clients and/or are making every effort to establish such a relationship**

The aim of the Customers' Friend programme is to encourage and promote a better quality relationship between producers and service providers in the marketplace and their customers, clients, employees and business partners.

The accolade is awarded by the respected organisation ICERTIAS - International Certification Association GmbH, headquartered in Zurich, Switzerland.

The appraisal (research) of nominated companies and organisations is based on secondary market research as prescribed by the International Chamber of Commerce and ESOMAR - an international association that brings together leading agencies, organisations and professionals from the field of market research and public opinion polling (ICC / ESOMAR International Code on Market, Opinion and Social Research and Data Analytics).

# CUSTOMERS' FRIEND METHODOLOGY



## Strict Selection Process

To be awarded a medal by the ICERTIAS Customers' Friend programme, companies must provide their customers with a proven premium experience and/or demonstrate the desire to provide such an experience.

In order to be eligible for a gold Customers' Friend medal, organisations nominated under our Customers' Friend programme undergo a strict selection process that includes a number of complex checks conducted by the ICERTIAS organisation.

### 1. APPLICATION

The initial step in obtaining the Customers' Friend certification is the submission of an application for company nomination. An application can be submitted by a consumer, employee or the company itself. ICERTIAS can also nominate an organisation or company it deems a provider of outstanding user experience in the markets it operates.

### 2. INSPECTION

ICERTIAS inspects each potential candidate with a particular focus on the company's relationship with its customers. Inspection includes secondary research on factors such as the quality of the company's relationship with its employees and customers, the company's financial indicators, and its reputation, which includes the public image of its owners and directors.

### 3. INVITATION

Should the nominated company meet all the certification criteria, it is then invited to accept and sign the Customers' Friend Declaration (Charter) and join the Customers' Friend certification programme. Each company that becomes a member of the Customers' Friend programme is then eligible to use the gold Customers' Friend medal in their promotional activity.

## CUSTOMERS' FRIEND METHODOLOGY

# IN-DEPTH VIEW



In determining the criteria for a company's entrance into the Customers' Friend programme, ICERTIAS places great emphasis on the methodology itself. Since transparency is paramount in the process of company inspection by ICERTIAS, the details of the procedure used in the Customers' Friend methodology can be found here.

The Customers' Friend gold medal and certificate - the consumer at heart - is an international market acknowledgement that is awarded to companies and organisations that have a proven superior relationship with their customers and clients and/or are making every effort to establish such a relationship.

The aim of the Customers' Friend programme is to encourage and promote a better quality relationship between producers and service providers in the marketplace and their customers, clients, employees and business partners.

The accolade is awarded by the respected organisation ICERTIAS - International Certification Association GmbH, headquartered in Zurich, Switzerland.

The Customers' Friend certificate is granted on the grounds of secondary market research based on publicly available sources on nominated companies.

# STEPS TO AWARDING CUSTOMERS' FRIEND MEDALS:

# 1

## NOMINATION

The initial step in obtaining the Customers' Friend certification is the submission of an application for company nomination. An application can be submitted by a consumer, employee or the company itself.

The nomination can be made through the official Customers' Friend web site at [www.customersfriend.org/NOMINATE](http://www.customersfriend.org/NOMINATE)

ICERTIAS can also nominate an organisation or company it deems a provider of outstanding user experience in the markets it operates.



# 2

## RESEARCH, ANALYSIS & INSPECTION

ICERTIAS inspects each potential candidate with a particular focus on the company's relationship with its customers. Inspection includes secondary research on factors such as the quality of the company's relationship with its employees and customers, the company's financial indicators and its reputation, which includes the public image of its owners and directors.

When under evaluation, nominated companies and organisations are analysed and assessed through four major analytical "pillars": **1. Reputation; 2. Communication and Social; 3. User Experience; and 4. Trust.**

Each of these analysed "pillars" is divided into additional subsections that are individually evaluated.



E.g. **Reputation** is evaluated on the basis of ten separate subsections: Relationship with Customers; Customer Support; Relationship with Employees; Relationship with Business Partners; Innovation; Financial Stability; Quality of Products and Services in the Market; Competitiveness; and Social Responsibility.

In **Communication and Social** three subgroups are assessed: Media Relations; Digital Communication; and Classic Communication.

In **User Experience** five subgroups are evaluated: Intuitiveness; Simplicity; Speed; Durability; and Availability.

In **Trust** the following subgroups are assessed: Competence; Reliability; Integrity; and Transparency.

Each nominated company is rated for each area with grades 1 (worst) to 5 (best). A company that has a concluding average rating of more than 3.5 is invited to join the Customers' Friend programme.

## 3 CUSTOMERS' FRIEND DECLARATION

A nominated company that attains a satisfactory rating (3.5 and above out of max. 5.0) in secondary research is invited to sign the Customers' Friend Declaration. The Customers' Friend Declaration is a binding document. By signing it, a company adheres to conducting its business according to principles far more demanding than even the laws of the states in which it operates; principles which define its relationship with customers, clients, its employees and its business partners, while at the same time respecting all the laws in the country in which it operates, particularly Consumer Protection laws.



# 4

## CUSTOMERS' FRIEND DEDICATED TO EXCELLENCE

A nominated company that has earned a minimum rating of 3.5 (out of 5.0) in the Customers' Friend In-depth analysis (secondary market research), and is prepared to sign the Customers' Friend Declaration, can become a member of the Customers' Friend programme and bear the status and medal: **Customers' Friend - Dedicated to Excellence** and/or: **Customers' Friend - Because It's You We Care About**.



CUSTOMERS' FRIEND - DEDICATED TO EXCELLENCE MEDAL - VER - 01



CUSTOMERS' FRIEND - DEDICATED TO EXCELLENCE MEDAL - VER - 02



# 5

## CUSTOMERS' FRIEND SUPERIOR EXCELLENCE

A nominated company that has earned a minimum rating of 4.5 (out of 5.0) in the Customers' Friend In-depth analysis, for which it can attest without doubt that it stands out from the industry average in its excellence towards customers, and is prepared to sign the Customers' Friend Declaration, can become a member of the Customers' Friend programme and bear the status and medal:

**Customers' Friend - Superior Excellence** and / or:  
**Customers' Friend Because It's You We Care About.**



CUSTOMERS' FRIEND - SUPERIOR EXCELLENCE MEDAL - VER - 01



CUSTOMERS' FRIEND - SUPERIOR EXCELLENCE MEDAL - VER - 02





ICERTIAS - International Certification Association GmbH  
Feldeggstrasse 23, CH - 8008 Zürich; Switzerland  
UID: CHE-324.409.516 // HN: CH-020.4.046.301-7  
E-mail: [info@icertias.com](mailto:info@icertias.com)  
Tel.: +41 43 544 44 20  
[icertias.com](http://icertias.com) [customersfriend.org](http://customersfriend.org)