

# Customer Satisfaction

**Net Promoter Score  
Annual Report**

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# Independent Statement of Assurance

**Provided by Mellion Consulting Ltd**

We confirm that Mellion Consulting Ltd has been engaged by ISOQAR to independently manage the collection, collation, and reporting of customer feedback data used to calculate ISOQAR's Net Promoter Score (NPS). Our role in this process includes:

**Survey Distribution:** Inviting ISOQAR's customers to participate in a standardised NPS survey.

**Confidentiality Assurance:** Allowing respondents to submit feedback anonymously, in order to ensure responses are candid and unfiltered.

**Data Integrity:** Collecting and handling all responses directly, without intervention or influence from ISOQAR.

**NPS Calculation:** Applying the globally recognised Net Promoter Score methodology to calculate the final score presented by ISOQAR.

We conducted this work independently and in accordance with best practice principles for impartial customer research. Based on the data collected and our analysis thereof, we confirm that the Net Promoter Score reported by ISOQAR accurately reflects the feedback received from their customers during the reporting period.

**Signed,**

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**Kerry Robinson, Director**  
**Mellion Consulting Ltd**  
**20/06/2025**  
**mellionconsulting.com**

# ISOQAR NPS Report

## Introduction



“We are pleased to enclose the results of our independently verified Net Promoter Score survey results for twelve months between June 2024 and June 2025.

With a Net Promoter Score of **72** in the last twelve months, and **75** in 2025 year to date, we are setting new highs in customer service excellence, and demonstrating continuous improvement, something the team are incredibly proud of.

The NPS survey is one of the most important ways we measure how well we are meeting our customers' expectations. It is a globally recognised benchmark of customer satisfaction and loyalty. This presentation sets out our current NPS performance, explores the feedback themes that emerge from our customers, and demonstrates how we use this insight to continuously improve the service we provide.

Vitality, we recognise that we have opportunities to improve, but in our transparency here, we aim to demonstrate that when we do see those, we work hard to do so, reflected in three years of consecutive NPS score increases.

Our NPS performance is one of the strongest indicators that our operational approach is working – but more importantly, that we are listening to, learning from and evolving in response to our customers' voices.”

**JIM ANDERSON**  
CHIEF EXECUTIVE OFFICER, ISOQAR



“At ISOQAR, we view every piece of customer feedback as an opportunity to deepen relationships, improve processes, and enhance the value we provide.

My role is centred on ensuring that our customers not only remain with us, but feel consistently valued, supported, and engaged throughout their journey.

Whether it's by monitoring satisfaction metrics like NPS, resolving escalated concerns swiftly, or leading cross-functional improvements in our service delivery, the aim is always the same: to build trust and loyalty.

The insights from our NPS programme are embedded into everything we do – from how we communicate, to how we respond, and ultimately, how we improve.

I'm proud to work in a business that treats customer experience not as a function, but as a strategic priority.”

**STEPHANIE ROBERTS**  
CUSTOMER EXPERIENCE PARTNER, ISOQAR

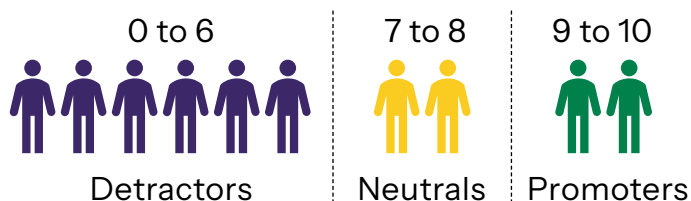
# Introduction to NPS

## What is Net Promoter Score?

Net Promoter Score (NPS) is a globally recognised benchmark for measuring customer satisfaction and loyalty. It is assessed through the straightforward question:

**“On a scale of 1 to 10, how likely are you to recommend us to a friend or colleague?”**

Responders to this question fall into three categories:



And a simple calculation determines the NPS Score:

$$\text{NPS Score} = \text{ \% } - \text{ \% }$$

## Is This Feedback Impartial?

At ISOQAR, we recognise the importance of independent oversight when assessing customer satisfaction.

To ensure impartiality and confidentiality, we collaborate with Mellion Consulting, an external agency specialising in customer feedback.




Mellion Consulting independently contacts our customers, administers the satisfaction survey, and collects responses.

Customers can opt for their feedback to remain anonymous, ensuring that responses cannot be linked back to individuals by ISOQAR, thus maintaining the integrity and transparency of our customer satisfaction evaluation process.

## How Do I Interpret NPS Scoring?

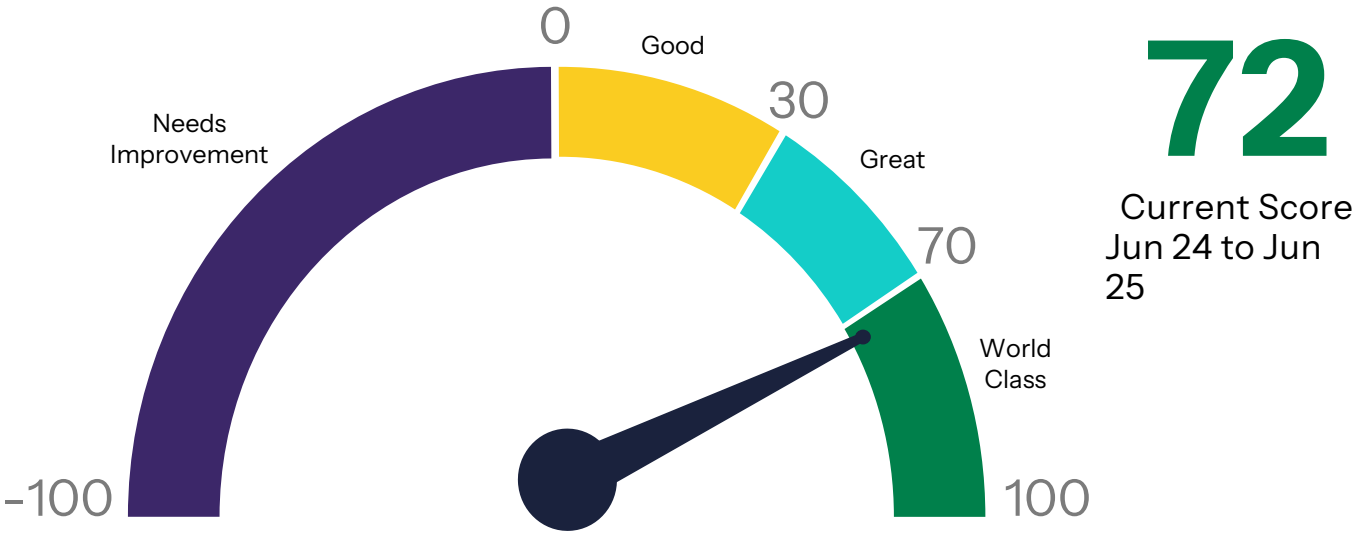
Responses to this question generate a score ranging from -100 to +100.

The following guidelines illustrate the interpretation of NPS scores:

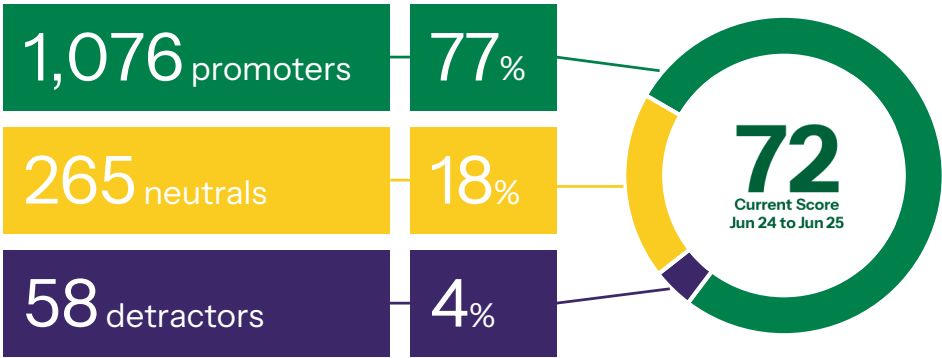
-  **0 to 30: Good** — a solid foundation with opportunities for further improvement.
-  **30 to 69: Great** — signifies strong customer satisfaction.
-  **70 or above: World-class** — denotes an exceptional level of customer loyalty, with customers actively advocating for the business.

# Overall NPS

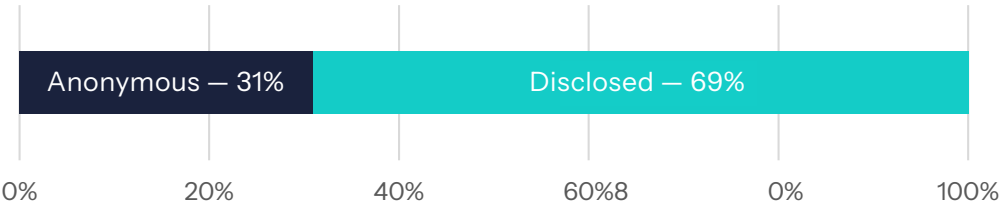
The last 12 months



In the last twelve months, a total of **1,399** customers responded to the independent survey:



## Anonymous & Disclosed Feedback



# Continuous Improvement

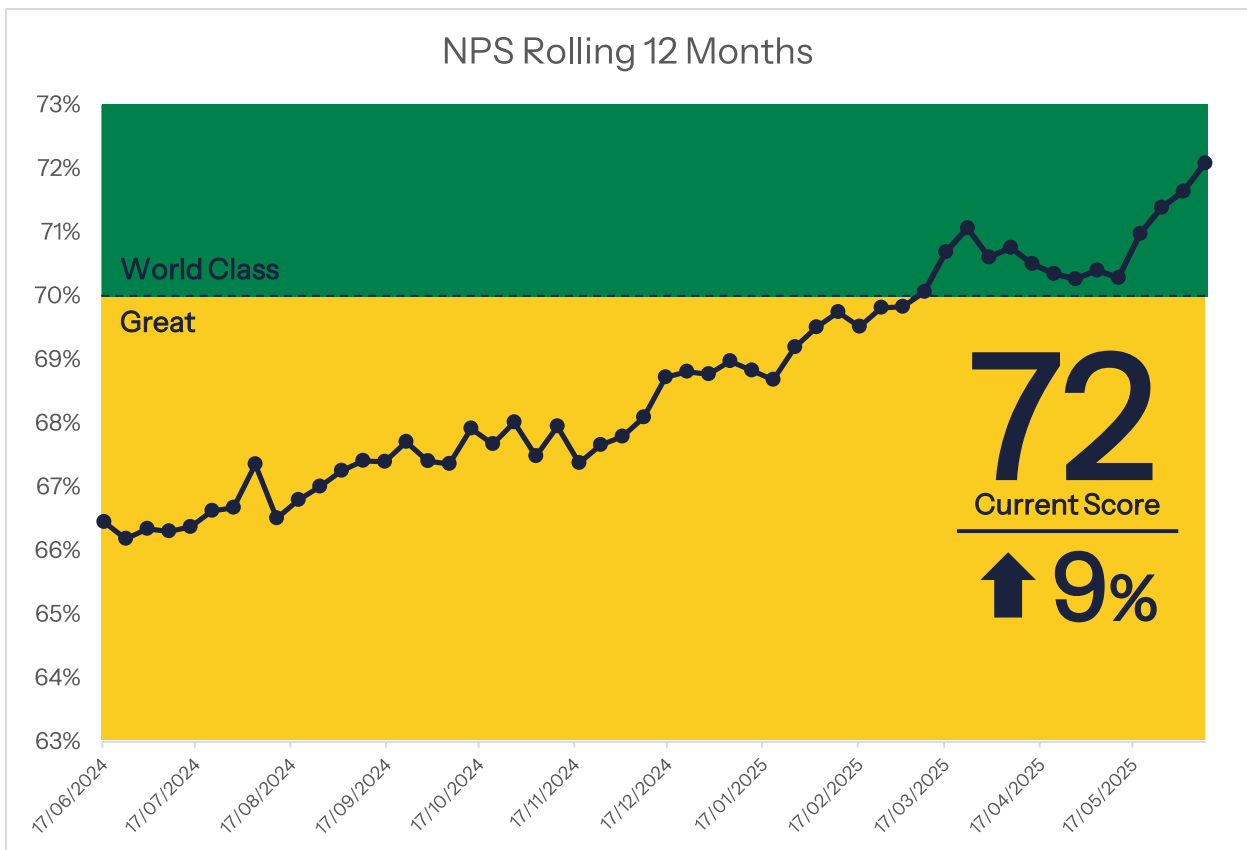
At ISOQAR, continuous improvement is a core principle embedded in the way we operate, aligned with the very standards we audit against.

As part of our commitment to quality management, we treat our NPS not as a static metric, but as a vital feedback loop.

Each survey cycle is an opportunity to listen, learn and act. We analyse trends, themes and opportunities identified through customer feedback and use this insight to drive targeted improvements across our services, communication and customer journey.

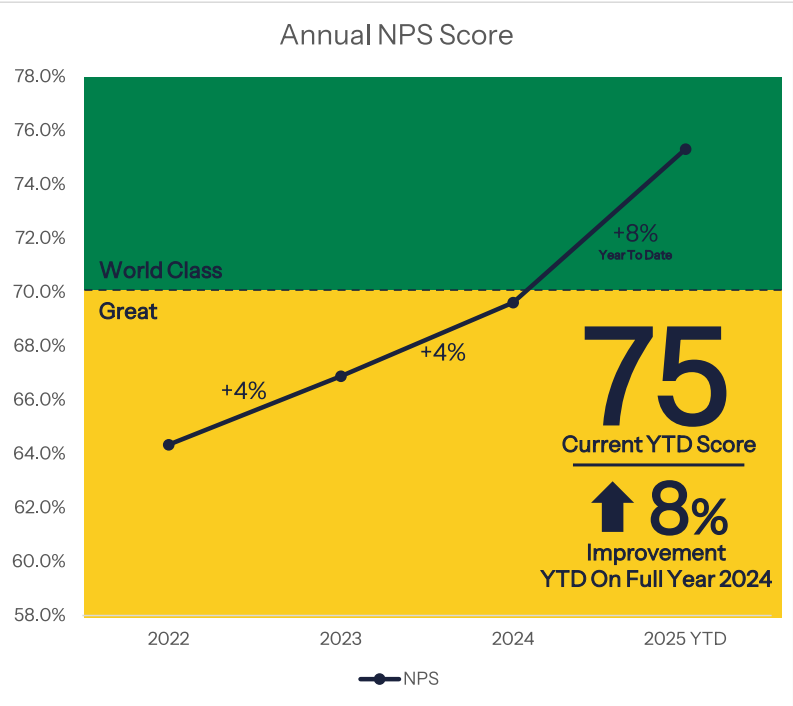
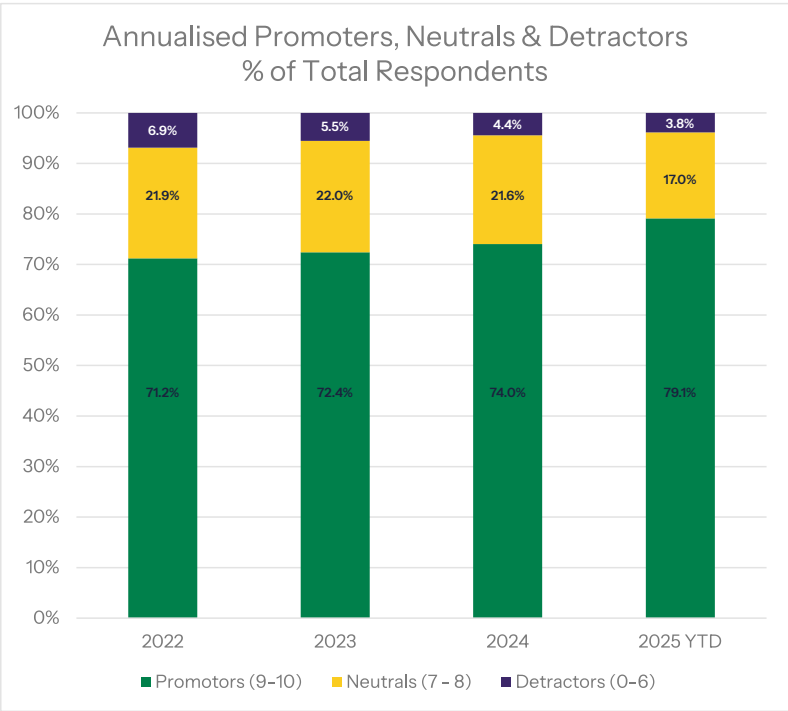
This approach reflects the spirit of ISO 9001, which requires organisations to identify opportunities for improvement and take action to enhance customer satisfaction.

The continuous year-on-year improvement in our NPS score is evidence of our commitment to this principle in practice. By treating NPS as a strategic indicator, we ensure that your voice is not just heard but acted upon.



# Calendar Year Metrics

including 2025 year to date





# Customer Voice

“Audit Plan was current and Organised. Auditor was excellent and fair.” — *Sunseeker International Ltd*

“We have worked with Alcumus for quite a few years and have always received good service.” — *Anonymous*

“Excellent practical auditor.” — *Newton Textiles Ltd*

“Audit plan was current and organised. Auditor was excellent and fair.” — *Anonymous*

“Auditors who recently visited were brilliant, knowledgeable, and friendly.” — *Euro Hydraulics Ltd*

“Always professional, always polite and accommodating.” — *Anonymous*

“Good service, good value, friendly people.” — *Anonymous*

“Expert staff, friendly and helpful.” — *Anonymous*

“Professional and friendly service, helpful and fair.” — *Anonymous*

“A nice friendly experience, no feeling of pressure or discomfort.” — *Anonymous*

“We have been using Alcumus for a decade now and always found them professional and reliable.” — *Anonymous*

“Approachable and efficient.” — *Anonymous*

“Auditors, although thorough, were helpful, explained things and made it a positive experience.” — *Anonymous*

“Easy to work with, good experienced auditors who understand our business.” — *Anonymous*

“Service is always excellent.” — *Anonymous*

“Very thorough in their approach, but also very fair and supportive.” — *Anonymous*

“Always been positive experience of professionalism and respect.” — *WM.M. Briers & Son (Tamworth) Ltd*

“Alcumus have always provided excellent support throughout the audit process.” — *Anonymous*

“Professional and respectful.” — *Anonymous*






“It’s an efficient way of monitoring my business.” — *Lettergold Plastics Limited*

“Auditors were friendly and polite and helped steer us through effectively.” — *Anonymous*

“Service and communication with the Customer Service Team has been excellent. They have been polite, courteous, and understanding of our requirements.” — *Kryptokloud Limited*

“The Customer Service Team has been excellent — they’re knowledgeable, and always willing to help. Booking audits has been straightforward, and any questions I’ve had were handled promptly and professionally.” — *Shawton Energy Ltd*

## Feedback themes

-  Professionalism and Reliability
-  Auditor Knowledge and Approachability
-  Fair, Supportive and Respectful Audits
-  Value and Efficiency of Service
-  Strong Long-Term Relationships

## About ISOQAR

We help organisations create better workplaces through a huge range of common and sector-specific standards and compliance assessments, allowing them to demonstrate to their customers, competitors, suppliers and staff, that they are committed to being the best that they can by minimising risk, delivering change, driving improvement and winning more work.

As one of the UK's largest UKAS accredited certification bodies we can audit, certify and train organisations across multiple sectors.

We work worldwide, so we can help businesses gain a competitive edge anywhere they need us.

ISOQAR is a leading provider of software-led risk management solutions providing clients with advice, expertise and support to help them identify and mitigate risks, navigate compliance and keep people safe. It supports both UK and International clients – many of whom are on the FTSE 100 index – with a wide range of risk management services. This includes products across Supply Chain Management, EHSQ Software, UKAS Accredited Certification and HR and H&S support services.

Our people are at the heart of our business, building strong relationships with our clients to understand their needs, minimise risks and navigate compliance through our in-depth knowledge of your sector, regulations and challenges.

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