

## **CIPR Excellence Awards 2024: iseepr Entry for Best Long-Term Client Care**

Long-term client relationships are the lifeblood of iseepr. Here's why:

- Three clients (including our largest) have been with us since iseepr started in 2005.
- 38% of clients retained for 10+ years (revenue: 49%).
- 71% retained for 5+ years.
- 85% of new clients (past 5 years) came from client referrals. Zero pitches!

As a niche agency operating in specialist B2B technology sectors, our reputation and network are business-critical. Both have seen us thrive in one of the toughest ever years for global tech:

- Annual turnover: £2.5m
- +8% revenue growth.
- 6 new international clients: all referrals.
- 79% clients: monthly service-fee model (versus projects).
- 52% clients: revenue growth (average +18%).
- 100% client retention.

### **Supporting Clients**

Our clients are traditional vendors and member associations/non-profits.

Thanks to our vast experience working with member/non-profit organizations (most of which don't have comms resources/functions), we are in our comfort zone providing strategic advice/recommendations that align with organizational objectives and reporting directly into client Boards.

Our advanced critical-thinking capability is a USP, something we nurture and value, and a huge factor in the longevity of our client relationships. Resulting opportunities to problem-solve with senior executives in leading global technology companies have earned us a 'trusted advisor' reputation. Strategic issues we've advised client Boards on in the past five years include:

- Regulation: overcoming challenges/driving change;
- Membership acquisition/retention strategies;
- Leadership transitions;
- Entering new markets;
- Driving technology adoption;
- Supply chain issues;
- Rebranding.

Day-to-day, comms programme execution is enhanced by our deep-rooted understanding of complex client organizations. We provide a constant in the face of rotating leadership positions, helping new leadership teams understand legacy issues while supporting future planning.

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*iseepr is TCA's long-standing, trusted and reliable partner for all communication, marketing and branding activities – and beyond. Their experts helped us to*

*successfully evolve [...], enabling us to win new members and become a recognised industry association enabling trust in a connected future.*

**Claus Dietze, Board Member/Former Chair, TCA**

*iseepr just get it. The team was recommended by another industry association and their experience in supporting complex global standards bodies shines through. Their strategic insights have supported Board decision-making, content cuts through the tech to help us speak clearly to our stakeholders, and execution has opened up a bag full of opportunities.*

**Brian Bishop, President, OCF**

*EMVCo's working relationship with the iseepr team goes back to 1999. iseepr has established itself as a trusted communications partner, providing support to create awareness and understanding of EMVCo's work.*

**Simon Kleine, Communications Director, EMVCo**

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## Why Clients Stay

- **Knowledge:** iseepr's leadership team has vast experience in our clients' tech sectors.
- **Hands-on strategic account leads:** All accounts are led by senior directors from iseepr's Leadership Team or Business Management Team.
- **Client immersion investment:** We invest significant resource in leading annual 'strategic planning' meetings for clients, enabling us to deep-dive and bring new ideas to the table.
- **Bespoke scoping model:** We offer complete transparency on how fees are built and what service levels to expect.
- **Large operations team:** We have an abnormally large non-client facing operations team for an agency of our size – 25% of us work behind-the-scenes allowing client teams to fully focus on client needs.
- **Dedicated Head of Client Operations:** Resource, capacity, skills acquisition and scoping are expertly managed. Monthly health-checks are run on all accounts to ensure that clients are being well looked after and that targets are being met (exceeded!).
- **We manage client expectations:** Thanks to our scoping model and the account health-checks, over/under servicing is managed on a month-by-month basis, avoiding issues and informing open conversations with clients when needed.
- **Staff retention:** Nurturing specialist knowledge is critical to client longevity. Our 20 post-probation team members average 5.7 years' service (15 years average for leadership team).
- **Training:** We invested in 538 training hours last year (approx. £67k in billable time). Overall, investment in our people accounted for ~20% of profits.

## Case Study

GLEIF was established by the G20 to increase transparency in global financial markets. It's the creator/custodian of the Legal Entity Identifier (LEI) which is used to confirm the identity of organisations.

iseepr has partnered with GLEIF since 2015 and has played a key role in promoting adoption of the LEI. In 2023, GLEIF identified pending global regulation on cross-border payment messaging standards (ISO 20022) as an unmissable opportunity to increase LEI adoption to support the global fight against financial crime – a \$5 trillion problem.

**Objectives:**

Leverage momentum for the LEI built over a decade to directly influence upcoming global regulation; ensure industry-wide support for LEI use in cross-border payment messages.

**Activity/Results:**

The brief presented significant challenges. The LEI isn't the only identifier that can be used in payment messages, and draft regulation had already been published supporting other identifiers due to the perceived limitations of the LEI.

To move the needle with complex, bureaucratic and politicised regulatory bodies, the campaign had to proactively position the LEI's unique value while countering misperceptions.

We needed a steady stream of insightful, impactful and intelligent content that demonstrated both the LEI's proven success in other use-cases and the strength of advocacy among international regulators.

However, time was of the essence. Immediate activation that demonstrated a fundamental understanding of the technology and issues was required.

We combined 10 years of institutional knowledge and subject-matter expertise to deliver a 12-month integrated campaign, building awareness and support. Activity included strategic messaging development; tailored content generation (news announcements, thought-leadership articles/blogs and case studies); extensive influencer engagement combining media and analyst interviews and speaking opportunities; and paid digital.

- GLEIF used messaging and materials developed by iseepr to directly lobby and engage key regulators/personnel.
- Influencer engagement campaign supported broader awareness by reaching an estimated readership of 3 million+ across owned and earned channels. Interviews were secured with leading publications and analyst firms, including Politico, Reuters, Gartner, Forrester and IDC.
- Paid digital campaigns delivered 11 million+ impressions / 37,500+ clicks.

**Outcomes (2023):**

- **October:**
  - In a landmark development, the Bank for International Settlements published a report supporting LEI inclusion within ISO 20022 payment messages for cross-border payments (reversing its previous position).
  - The Wolfsberg Group published updated standards supporting LEI use within ISO 20022 payment messages.
- **December:** The Swift PMPG released a paper detailing how global LEI adoption in ISO 20022 payment messages can support key cross-border use-cases.

- **February:** The FATF is considering updated regulation mandating the LEI within cross-border payments.

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*“iseepr has played a crucial role in building awareness and advocacy for the LEI –changing perceptions and, ultimately, leading to a broad industry consensus supporting its use in cross-border payment messages.”*

***Clare Rowley, Head of Business Operations, GLEIF***

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