

# Pinnacle achieves ServiceMark accreditation for customer excellence

5 months ago



[Pinnacle](#) is proud to announce that it has been awarded the ServiceMark accreditation by the Institute of Customer Service - a national standard that recognises excellence in customer service and commitment to continuous improvement.

The accreditation follows a rigorous assessment process, including survey responses from 104 of our external clients and 308 Pinnacle employees. It also includes an internal review of Pinnacle's customer service strategy, culture and performance.

Across its two contact centres - Pinnacle Service Families, which manages 49,000 military family homes on behalf of the MOD, and Pinnacle Connect, which serves multiple clients - Pinnacle scored an impressive 80.2 (out of 100) for its internal staff survey and 82.5 (out of 100) for its external client survey.

We achieved an impressive 83.4 score for overall customer experience and 81.1 for emotional connection, reflecting its success in building trust and reassuring customers.

An Independent Assessor from The Institute spent time with both Contact Centres in July and summarised that both Pinnacle Service Families and Pinnacle Connect demonstrate a strong commitment to delivering excellent customer service. Leadership is visible and engaged, setting clear priorities and maintaining accountability for service outcomes. This clarity of purpose has been instrumental in supporting the organisations reputation as a trusted partner for client organisations seeking to enhance their customer-facing services.

Jo Causon, CEO, The Institute of Customer Service, said: *"Congratulations to the teams at Pinnacle Connect and Pinnacle Service Families for their recent ServiceMark accreditation. Achieving ServiceMark*

*demonstrates a strong commitment to a customer-centric approach, as well as a desire to consistently improve your service offering. Our team will work with Pinnacle Group to build on this achievement as they continue their service improvement journey."*

The accreditation confirms that Pinnacle is "well placed not only to sustain its current high standards but to achieve even greater success in the future." This milestone reflects the high standards of care, professionalism and responsiveness that underpin Pinnacle's work across the housing sector.

Perry Lloyd, Group Chief Executive, said: "This accreditation reaffirms that our efforts are making a real difference to the lives of our customers. I'd like to thank all members of the Pinnacle team who worked hard to achieve this recognition. In particular, I want to acknowledge Suleman Ali, whose dedication and leadership were instrumental in driving this work forward. Suleman sadly passed away before we received the accreditation, and we proudly dedicate this achievement to his memory and the legacy he leaves behind."