



Consulting Excellence Declaration

MCA

A POSITIVE FORCE FOR THE
ECONOMY AND SOCIETY

Etch help clients to innovate their digital customer experiences, and continuously optimise for sustainable growth.

Assess where you sit in the market and how to move forward

CX Innovation Strategy

- CX maturity
- Market opportunity
- Business model
- KPIs & measurement
- Service blueprints
- Product strategy
- Innovation strategy
- Business case & ROI

Design your product or service and bring it to life

Experience Design

- User research & insight
- Journey mapping
- Brand identity
- Information Architecture
- Rapid prototyping
- Design systems
- Data visualisation
- Content production
- In-market testing

Find the people that want your offering

Growth Marketing

- Marketing analytics & CRO
- Marketing automation
- Attribution modelling
- Customer LTV modelling
- Attitudinal research
- SEO & content strategy
- Paid media strategy

Build technology that can evolve with your business

Technology & Data

- Customer data strategy
- Solution design
- Platform/vendor assessment
- Full stack software engineering
- Cloud architecture & migration
- Digital Commerce
- AI-as-a-service

Upskill your team at the pace of change

People Enablement

- CX/UX capability
- Agile delivery
- Innovation process
- Design thinking
- Content design
- Growth marketing
- Train-the-trainer

Consulting Excellence Declaration

Etch UK Ltd is pleased to confirm our commitment to upholding the thirteen Consulting Excellence principles outlined by the Management Consultancy Association (MCA).

Find out more about how we are defining a better way to work, live and play at the following link:

<https://www.etchuk.com/our-purpose>

THE MCA IS THE HOME OF CONSULTING EXCELLENCE, THE GROUND-BREAKING SCHEME FOR THE UK'S LEADING MANAGEMENT CONSULTING FIRMS.

UK consulting is renowned around the world. MCA members make vital contributions to the economy, public services and our national life. Consulting is a great profession, a real vocation. In Consulting Excellence, MCA members have created a scheme that celebrates consulting's value and commits them to the highest standards of ethical behaviour, client service, professionalism, and commitment to diversity and inclusion.

Available only to MCA members, Consulting Excellence is the new badge of quality in consulting. It will help clients make better buying decisions. It will promote collaboration between clients and consultants to achieve great outcomes. And it will help MCA firms recruit and retain the best people.



The thirteen principles

ETCH.



Ethical behaviour

We work with clients, partners, employees and other stakeholders in an ethical way.

This means:

1. We are responsible and good citizens.
2. We conduct our business ethically.
3. We foster an ethical culture.

Client service & value

We promote the highest standards of client service and value.

This means:

4. We provide excellent consulting services which deliver the outcomes clients seek and need.
5. We are transparent with clients and respond to their concerns.
6. We always strive to improve the value we can deliver to our clients.

Professional development

We develop the capabilities of our consultants, provide career development opportunities and support the welfare of all our employees.

This means:

7. We undertake training and professional development planning each year.
8. We promote strong core consulting capabilities and specialisms in our consultants and teams.
9. We support our employees' career progression, professional development and welfare

Diversity & Inclusion

We are committed to diversity and inclusion within our workplace and workforce.

This means:

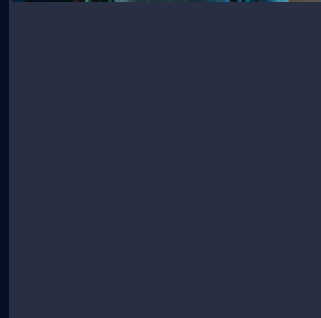
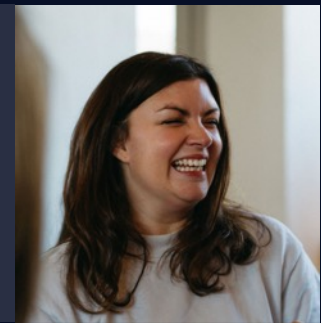
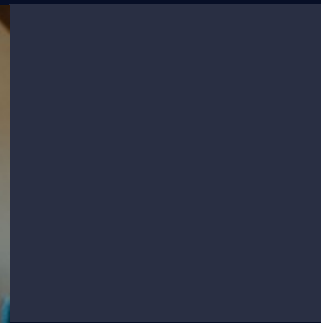
10. We respect and embrace diversity and inclusion and understand the importance and positive benefit of people from different backgrounds working for our companies and our clients.
11. We recruit and retain people from a diverse talent pool and strive to build cultures where difference is valued, respected and celebrated at all levels. Furthermore, we are committed to developing diverse future leaders and ensuring their progression in the industry.
12. We support industry efforts to improve progress on diversity and inclusion, implementing best practice and monitoring the diversity of the consultancy sector workforce over time. This includes encouraging the collection of data to assess the effectiveness of D&I policies and participating in the MCA annual report.

Sustainability

We are committed to sustainable development within our organisation and our work with clients.

This means:

13. We commit to ensuring that our firm operates in an increasingly sustainable way and strive to ensure that sustainability is considered by our clients in our work with them.



Getting you further, faster

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