



Diversified Consumer Services

Driving forces

The diversified consumer services industry comprises service providers with a wide range of business models and includes activities like education and human resources. Companies operating in this space have direct customer relationships and must therefore develop strategies to both retain and increase their customer base in new and existing markets. Technological innovations are changing the industry landscape at a rapid pace and offer both risks and opportunities. Companies can differentiate themselves by effectively integrating online tools & platforms that enhance the overall experience for targeted groups. Partly as a consequence of this, data security has become a key risk for companies in this sector. Ensuring strong risk management systems, particularly related to electronic billing, personal information privacy and real-time services is critical to both managing risk and offering further growth opportunities. Within service companies, strong employee development and training programs are fundamental for building sustainable businesses as well as for improving customer satisfaction. Furthermore, improvements in operational eco-efficiency can also help optimize operating cost while minimizing environmental damage by focusing on sourcing, materials usage, and energy intensity within the production process.

Highlighted criteria

- Economic Dimension**
 - Codes of Business Conduct
 - Customer Relationship Management
 - Privacy Protection
 - Risk & Crisis Management
- Environmental Dimension**
 - Environmental Policy & Management Systems
 - Operational Eco-Efficiency
- Social Dimension**
 - Human Capital Development
 - Stakeholder Engagement
 - Talent Attraction & Retention

Sustainability leaders 2018

Sustainability Yearbook Members

AA PLC	United Kingdom
Benesse Holdings Inc*	Japan

* RobecoSAM Industry Mover

Industry statistics

Number of companies in universe	14
Number of companies assessed by RobecoSAM in 2017	11
Assessed companies to total companies in universe (%)	79
Market capitalization of assessed companies to total market capitalization (%)	77

Results at industry level

Dimension	Average score	Best score	Dimension weight
Economic	45	57	47%
Environmental	24	64	17%
Social	23	33	36%

Total score

