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# Measuring and Improving Customer Satisfaction in the Insurance Industry

A recent study of auto insurers by J.D. Power showed that nearly 75% of consumers who shop for a new insurance carrier, are shopping because they have experienced poor customer service. Because nearly 50% of auto insurance shoppers also evaluate other types of insurance coverage from their potential new provider, reducing customer churn by improving customer satisfaction is a strategic focus for insurance companies.

Similarly, consumer choice continues to play a bigger role in the health insurance marketplace. To make smart healthcare decisions, consumers evaluate providers on cost, quality of network, and customer satisfaction from existing enrollees. As a result, health insurance companies continue to focus on measuring and improving customer satisfaction.

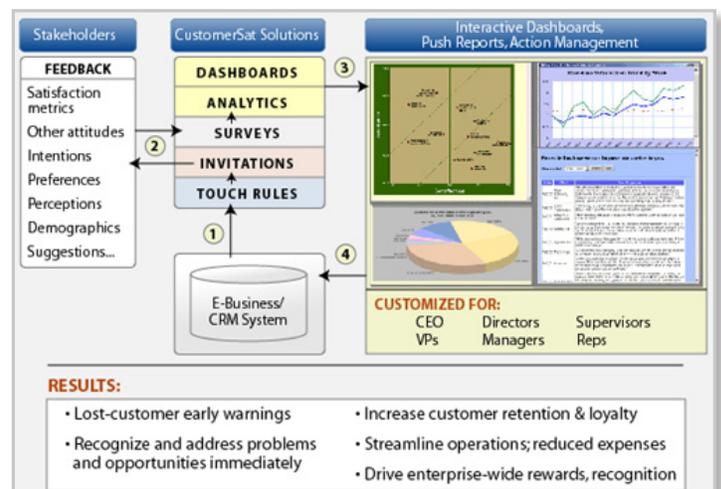
How can you proactively identify and address issues to better engage your customers and your employees and improve customer satisfaction? MarketTools® CustomerSat™ can help. Leading insurers are using MarketTools CustomerSat not only to gather and analyze feedback from customers, employees, and others, but also to manage timely enterprise-wide responsive actions to this feedback. Using CustomerSat they are addressing these key challenges and opportunities:

- Growing customer retention, loyalty, revenue, and profits
- Retaining at-risk customers
- Allocating scarce resources to the areas that will generate the highest returns
- Recognizing and addressing operational problems and business opportunities as soon as they arise

## The MarketTools CustomerSat Solution

The MarketTools CustomerSat software solution delivers the following key capabilities:

- Captures feedback through online and offline surveys, suggestion boxes, and other means from key stakeholders including customers, employees, and partners (such as healthcare organizations). This includes key touch points between your enterprise and your stakeholders, including contact centers, e-commerce sites, service calls, online portals, help desks, and product installations.
- Delivers interactive, real-time analytics, metrics, and verbatim intelligence throughout your enterprise through secure portals, interactive dashboards, push reporting, e-mail alerts, and other means.
- Triggers specific actions based on both automatic rules within the system and your manual entries.
- Aligns and empowers your entire organization to drive and manage these actions in real time.



*CustomerSat solutions drive enterprise actions and investments*

# Customer Satisfaction and the Insurance Industry

In addition, MarketTools provides professional services through its expert research analysts and project managers to assist you with CustomerSat survey and solution design, system implementation, analysis, reporting, and action management. MarketTools CustomerSat Research and Consulting Services ensure that your customer feedback is immediately and continuously actionable. Together, the CustomerSat software services enable your organization to take the right responsive actions, and make rapid gains in customer satisfaction, loyalty, revenues, and profit.

## Benefits to the Insurance Industry

CustomerSat delivers both operational and strategic benefits to insurance companies.

### Operationally, the solution allows insurers to:

- Enable the right individuals and teams within their organizations to respond to feedback quickly and collaboratively
- Provide clear visibility to relevant stakeholders into such information as:
  - Which customers are dissatisfied and why
  - What actions have been or need to be taken
  - Customers' or employees' responses to the actions
- Identify and save at-risk customers before they are lost and to turn satisfied customers into committed advocates
- Slice-and-dice customer satisfaction data to pinpoint concerns and opportunities by region, site, product, market segment, service rep, or any other parameter
- Enable concrete and actionable suggestions for improving performance, either overall or by segment

### CustomerSat and the Insurance Industry

*A leading insurance company leveraged insights from its CustomerSat solution to identify certain partners in specific areas, such as body shops and rental car agencies, that affected their customers' overall satisfaction. With such visibility, the company was able to take action to improve its customer satisfaction scores in those areas.*

*Another large insurance company uses CustomerSat to identify specific customer satisfaction issues emanating from how call center agents are addressing their claims-related questions and are proactively addressing issues to improve customer experience.*

### Strategically, the solution enables insurers to:

- Invest in the areas with the highest payoffs
- Increase customer retention, win more new customers, improve productivity, and raise profits
- Enable more-effective rewards and recognition for their workforce, enhancing satisfaction and commitment

Leaders and innovators continue to choose MarketTools CustomerSat solutions to listen to their customers and improve satisfaction with their products and service. Let us show you how you too can leverage CustomerSat to reduce customer churn, increase customer loyalty, and turn your customers into your best advocates.

## About MarketTools

MarketTools is the leading provider of Customer Insight Management solutions for the world's market leaders. Through a unique combination of best-in-class insight and feedback platforms, quality-assured global panels and research innovation, MarketTools enables companies to innovate and identify new opportunities, optimize product success and build customer loyalty. As the first company to make online surveys widely available on the web, MarketTools continues its market-leading position by providing the broadest range of powerful, accurate and integrated customer insight technologies that empower companies to become the most customer-centric organizations in their industries. MarketTools' premier portfolio of technology-based insight brands includes MarketTools.com,<sup>™</sup> Zoomerang,<sup>™</sup> CustomerSat,<sup>™</sup> TrueSample,<sup>™</sup> and ZoomPanel.<sup>™</sup>

MarketTools is a privately held company with corporate headquarters in San Francisco and European headquarters in London. For more information, please visit [www.markettools.com](http://www.markettools.com).

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