



CUSTOMER SATISFACTION

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- It is a measure of how products and services supplied by a company meet or surpass **customer** expectation
- In simple words, **Customer service** is the act of taking **care of** the **customer's** needs by providing and delivering professional, helpful, high quality **service** and assistance before, during, and after the **customer's** requirements are met.
- Things that keep insurance customers happy are now changing, because customers themselves are evolving. New generations of insurance shoppers are:
 - Not responsive to traditional advertising methods
 - Incredibly savvy about using the internet to gather and compare information about companies
 - More sensitive to customer experience than to price
 - More likely to be referred to a company by word of mouth
 - More likely to switch insurers several times over their lifespan
- Satisfaction for the upcoming generation of insurance purchasers is linked more to their own experiences of the company rather to what others have to share.

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- **Contact ability is key:** A core issue in good customer experience is the accessibility and attitude of the frontline staff.
- **Ethics are important:** If customers perceive a disconnect between what you appear to be saying, and what you do, they are likely to switch at the drop of a hat.
- **Every action is important:** Consistency is the key to customer satisfaction – remember that any poor customer experiences will likely be recorded by disgruntled customers online and then seen by your potential new customers.
- **Loyalty discounts don't always matter:** Remember that price is less of a factor for the new generation of insurance purchasers. That means that discounts are less important, too.
- **'Refer A Friend' programs having limited success:** Many companies have tried to capture the power of word of mouth by rewarding customers for referring friends. However, the take up rate is notoriously low for these programs.