

IN TODAY'S COMPETITIVE INSURANCE INDUSTRY, SIMPLY MEASURING CUSTOMER SATISFACTION IS NO LONGER ENOUGH. EVEN HIGHLY SATISFIED CUSTOMERS MAY STILL DEFECT.

Insurers must foster a state of loyalty—fully engaging their customers by meeting their needs and exceeding their expectations. Measuring and monitoring the customer experience at all touch points will provide insight to drive improved performance and satisfaction.

Maximize Performance Through Powerful Knowledge and Insight

Scantron's Insurance Survey Series includes comprehensive, multi-channel customer engagement surveys that enable insurers to:

- *Understand the Key Drivers of satisfaction, loyalty and advocacy among customers on factors including:*
 - Policy offerings
 - Billing accuracy
 - Claims processing
 - Customer service
 - Communication channels
 - Pricing
- *Identify new revenue and growth opportunities*
- *Attract and grow new customer relationships*
- *Turn marginally profitable customers into profitable ones*
- *Implement intelligent business decisions that lead to bottom-line profitability*

Scantron offers a full range of survey services—from design and development to data collection and analysis—allowing decision-makers to focus and take action more quickly on accurate and insightful data. Our insurance industry experience allows us to understand and meet your survey research needs based on your specific objectives.

From full-service survey research to an à la carte or modular service approach—our solutions are customized to your needs.



Custom Survey Research and Data Collection Services for the Insurance Industry

Scantron Survey Services understands the strategic focus for the insurance industry. Based on your specific objectives, we offer a variety of survey applications as well as data collection for compliance requirements.

- *Customer satisfaction & loyalty surveys*
- *Online customer panels*
- *Market research*
- *Focus groups*
- *Employee satisfaction & loyalty surveys*
- *360-degree feedback surveys*
- *Conference & training evaluations*
- *Compliance-related data collection*

A Provider You Can Trust

For nearly 40 years, Scantron Survey Services has been providing survey research and data collection solutions to a wide range of organizations with varying degrees of program complexities—all with the same end goal: to drive quality and customer satisfaction improvements.

Gain the insight needed to improve organizational performance through:

- *Developing customized surveys, data collection forms and services based on defined requirements*
- *Using existing customer or employee database information to provide additional segmentation of survey data*
- *Combining administration methodologies to reduce costs and increase response rates—paper, web, phone, or a hybrid*
- *Disseminating detailed data reports with Key Driver indicators, benchmark comparisons and trend analyses*
- *Engaging our expert team of loyalty and engagement Ph.D. and consultant staff to help improve customer satisfaction, loyalty and advocacy*
- *Including optional additional consultative services to develop action plans that lead to positive business results*
- *Providing a dedicated, professional project manager to each survey research or data collection project who becomes both an extension of your team and your central point of contact throughout your project*

Our goal is to create long-term relationships built on trust with our clients. We succeed only when our clients succeed.



FOR MORE INFORMATION ON HOW SCANTRON SURVEY SERVICES' SOLUTIONS CAN BENEFIT YOUR ORGANIZATION, CALL US AT 800-722-6876, EXT. 7791 OR VISIT WWW.SCANTRON.COM/SURVEYSOLUTIONS/FULLSERVICE.

OUR SERVICES INCLUDE:

Pre & Post Survey Consulting

Personalized consulting services for survey research design, planning and results implementation.

- *Needs Analysis*
- *Survey Plan*
- *Survey Refinement*
- *Written Interpretive Reports*
- *Key Driver Analysis*
- *Presentation of Results*
- *Action Planning*

Emphasis on customer and employee satisfaction, engagement and loyalty and how it relates to advocacy at all touch points of the customer experience.

Deployment & Data Collection Methodologies

Multi-Modal data collection abilities—paper, web, phone, or a hybrid.

- *Paper: OMR, ICR, OCR*
- *Web: Email, Web & QR Code*
- *Phone: Inbound & Outbound*
- *Focus Groups*

Data Reports and Analysis

Data analysis and interpretive reporting that identify the Key Drivers promoting customer and employee loyalty.

Professional Project Management

Dedicated and experienced project managers guide you through the intricacies of your survey research or data collection project.

Yes

