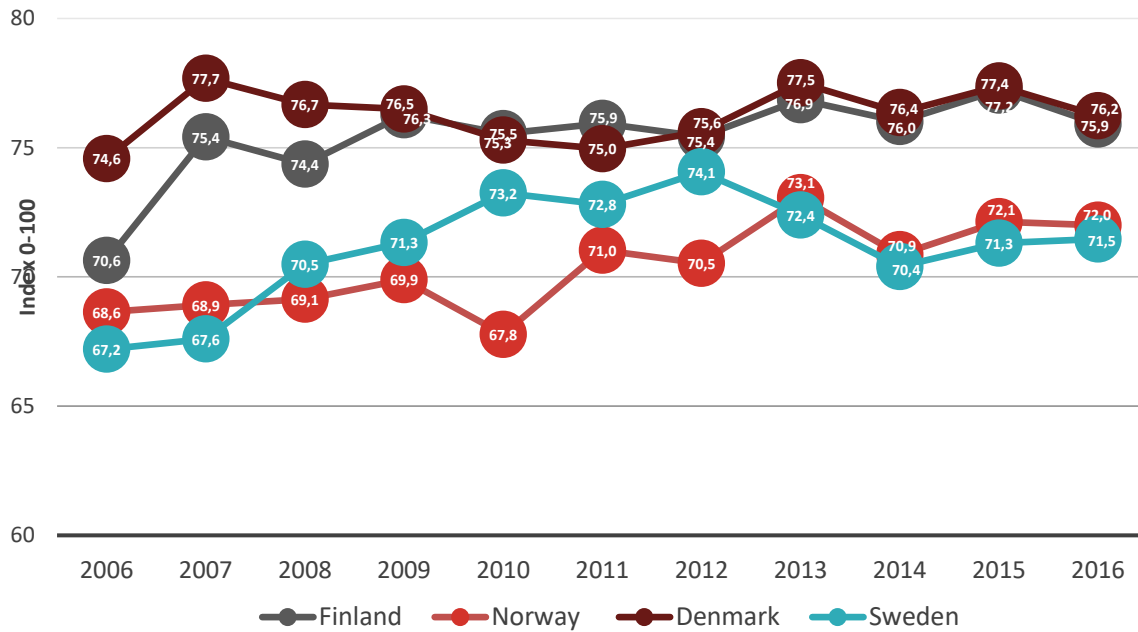
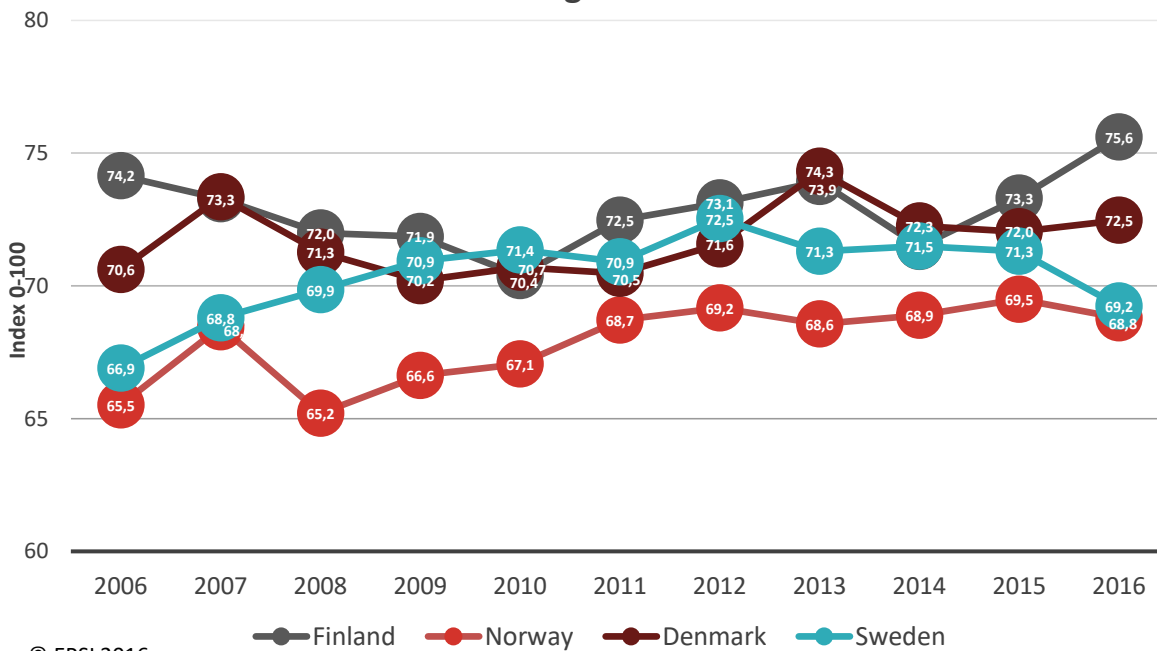


### Customer Satisfaction Insurance B2C EPSI Rating 2006-2016



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### Customer Satisfaction Insurance B2B EPSI Rating 2006-2016



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## A Pan Nordic Overview

The EPSI Rating Group has conducted market research in the European Insurance industry since 2006. We are now pleased to present the 2016 pan Nordic summary, covering both private and corporate insurance services. Although there are local differences, the main findings can be summarized as follows:

- Customer satisfaction levels in the B2C-segment are stable. The 2016 pan Nordic results are characterized by relatively high scores on image and trust and a general customer demand for proactiveness and improved service quality. Claims handling is the moment of truth. Norwegian customers are generally pleased with the way companies are handling claims, while the Swedes tend to be more critical. A general note in the B2C-segment is that customers are happier with their insurance provider after a claim than before.
- The B2B-segment follows the general B2C-pattern in terms of customer demand, needs and expectations. We note a spread between the Nordic countries, where Finland stands out positively due to good scores in image and service aspects. Here it is important for the industry to focus on proactivity, check-ups and advising customers about their insurances. Other areas of improvement are claims handling and making sure that the customers understand their insurance policies.

## About the studies 2016

EPSI Rating Group has performed 25.000 interviews in the Nordic region for the Insurance survey. The questionnaires contain 35 manifest questions and several background variables, as well as variables specifically introduced to be able to disaggregate results by “customer profiles”. The manifest questions are based on a 1 – 10 scale where 1 means “not at all satisfied/does not agree” and 10 means “very satisfied/agree completely”.

## About EPSI Rating Group

EPSI Rating Group is an independent organisation that provides neutral performance assessments to a multitude of users. It is a trusted organisation within research and rating of non-financial performance indicators such as customer and employee satisfaction. Founded in 1999, EPSI Rating Group predominantly conduct research in Nordics, Baltics and Russia, but also have research activities in United Kingdom and Holland.

EPSI Rating Group provides reliable information for effectively managing stakeholder relationships on a regular basis. The methodology is scientifically proven and enables customer insights, rankings and benchmarks.

For more information about research and services, please contact your local EPSI Rating representative or visit [www.epsi-rating.com](http://www.epsi-rating.com).