

Claims Service Quality Marque

Proving your claims performance
January 2024



Service Quality Marque

The SQM is awarded annually to claims teams who have been rated as having consistently outstanding service quality based on the Gracechurch Claims Service Monitors.

What does SQM do?

**The SQM
provides a truly
independent
accreditation of
claims service
quality.**

Key Measures & Data Evidence

for the Claims Service Reports



Net Promoter Score

Allows cross company comparisons of service NPS performance



Top of mind recommendation

Measures an organisation's top-of-mind awareness



Usage

Identifies the claims services used by the claims advocate in the last 6 months



Service ratings

Measures insurers' claims service performance

What is SQM based on?

Claims teams achieve the award based on a range of empirical measures, including having a 12 month consistently having 85% of scores in the excellent range on 'Net Promoter Score' (NPS) as well as strong performance on the customer-centric service ratings of Commerciality and Communication.

Why NPS?

NPS[®] measures claims brokers' likelihood of recommending each of the insurers they interact with based on service quality. We benchmark NPS based on thousands of data points.

SQM claims portfolio

The specialty insurance markets' independent service ratings.



About Insurindex



The Service Quality Marque is featured on Insurindex.

Insurindex is powered by Gracechurch data. It also draws from other objective, high quality empirical evidence to feature success.

Insurindex is the place where insurance businesses objectively showcase their brands, activities and innovative thinking.

Insurindex's mission is to **help insurance businesses adapt to a modern world** where brand matters and modern marketing is the key to fuelling growth. Over time, collective improvement will help the sector become more valued, trusted and successful.

The **2024 Gracechurch Service Quality Marque** is fully featured on Insurindex. For more detail, visit <https://theinsurindex.com/service-quality-marque-achievers-2024/>.

**Prove your service quality and
support your claims brand**



Get in touch

Find out if you qualify to earn the Service Quality
Marque

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