

Underwriting Service Quality Marque

Proving your underwriting service quality



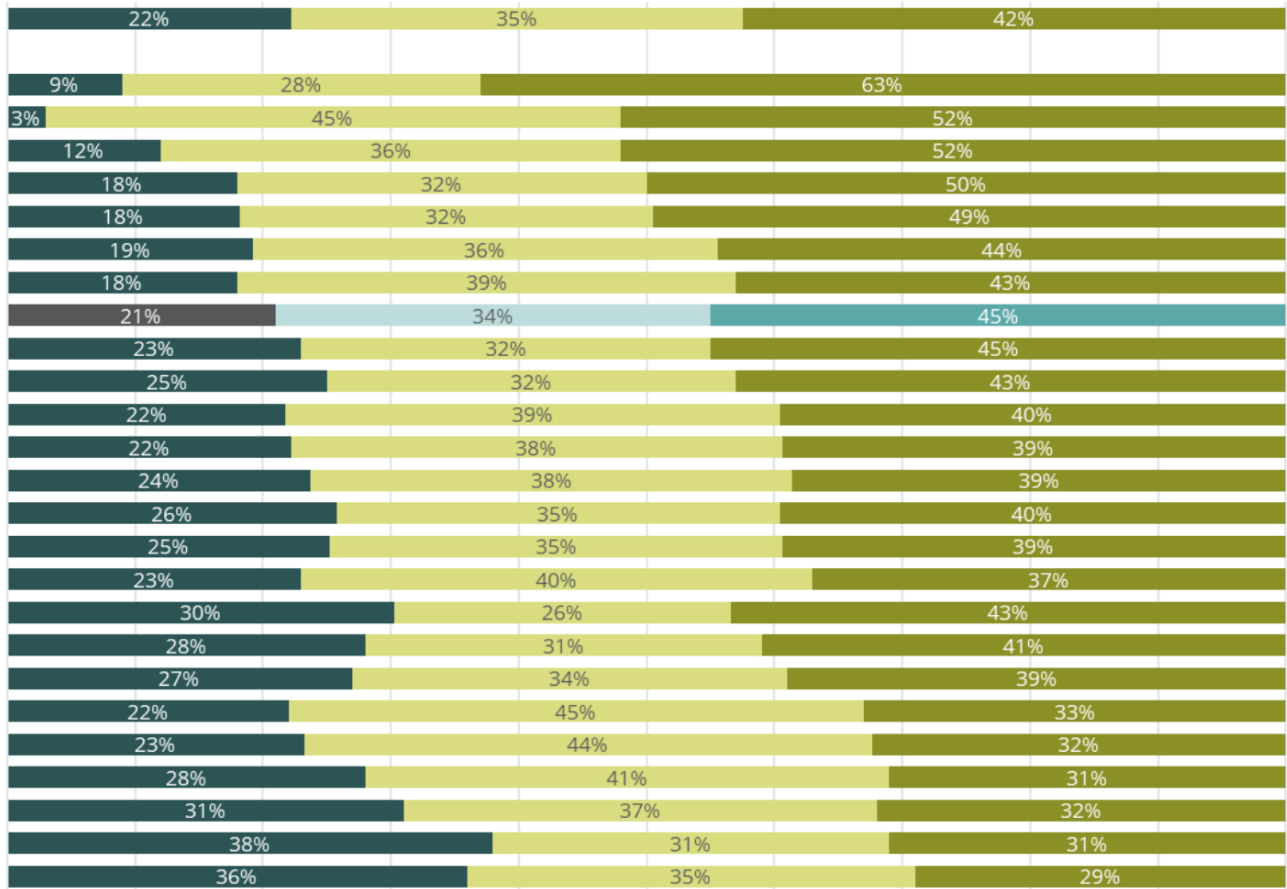
Service Quality Marque

The Gracechurch SQM is awarded to insurers who have demonstrated proven outstanding underwriting service through 2024.

This is the first year in which the Underwriting SQM has been awarded.

What is the SQM?

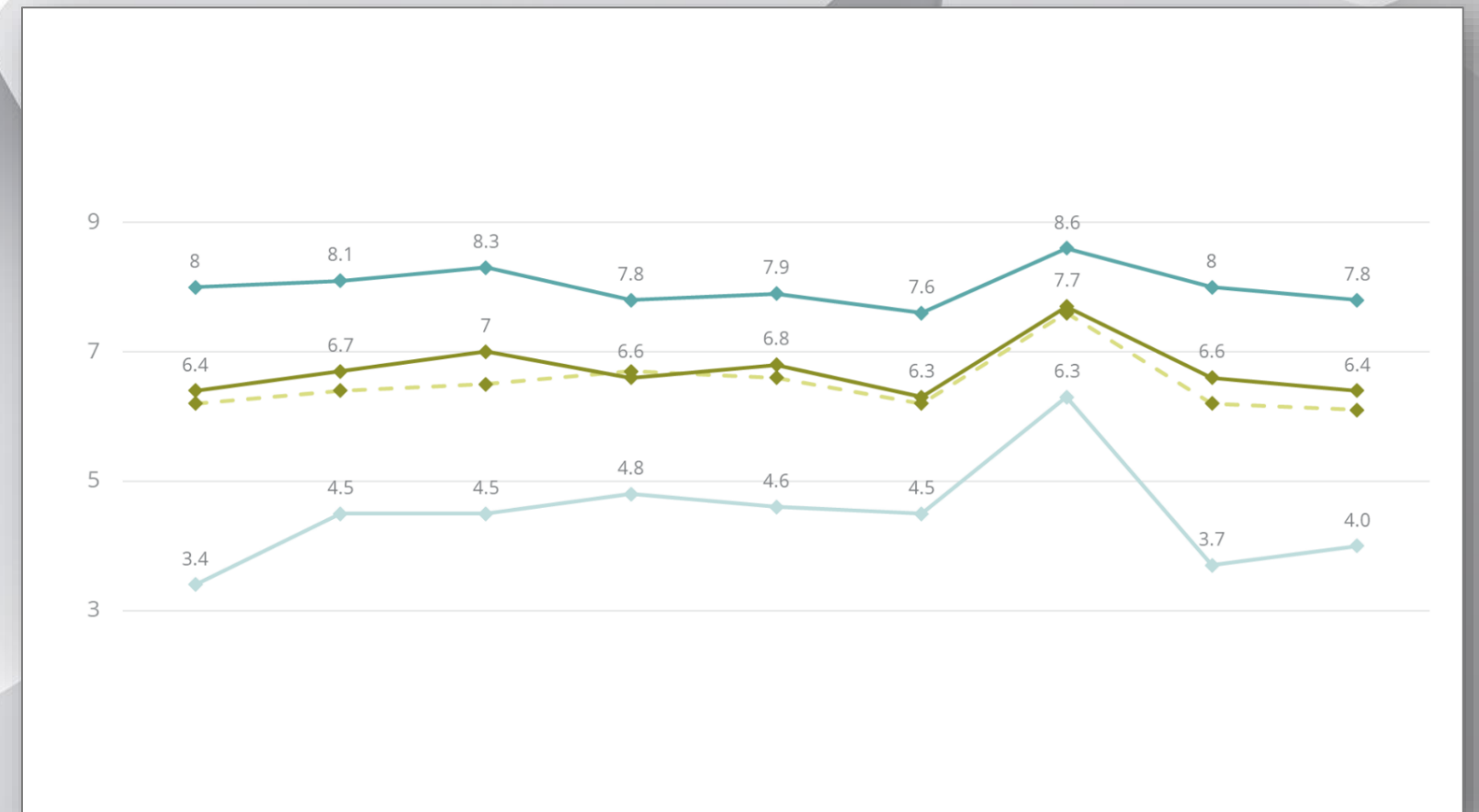
The SQM is a truly independent accreditation of insurers' underwriting service.



Methodology

The London and UK Underwriting SQM is based on thousands of data points, gathered from interviews with hundreds of placing/producing brokers. All data is collected independently by Gracechurch; insurers cannot influence the awarding of the SQM, which is based upon:

- A minimum of 12 months of consistently high ratings (80%+ of 7-10/10) on underwriting service.
- Well above average performance on service-oriented metrics Collaboration and Customer focus.



SQM in the news

Gracechurch announces Claims Quality Marque achievers



Ten insurers within the London Market and three regional market insurers have been awarded Gracechurch's Claims Quality Marque.

Gracechurch awards regional claims Service Quality Marque to insurer trio



Gracechurch awards Service Quality Marque to 10 London insurers

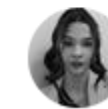


Gracechurch recognises 12 insurers for outstanding claims service

One firm gets double commendation



Top 10 London market insurers for 'outstanding' claims service revealed



By Chantal Kapani | 30 January 2024

'Claims service across the London market has improved this year,' says managing director

The level of claims service across the London market has improved as more insurers were recognised for their work.

Gracechurch rates London claims service at ten-year high


But gap between top and bottom performers grows

Ben Norris - January 31, 2024

Gracechurch, the independent insurance research consultancy, has awarded its coveted Service Quality Marque to ten London insurers in 2024, two more than in 2023...

The insurers achieving the 2024 Service Quality Marque are: Aegis London; Beazley; Chaucer; Chubb; Convex, HDI Global Specialty, Liberty Specialty Markets; Markel; MS Amlin and Tokio Marine Kiln.

About Insurindex

Insurindex 

The brand power index for the insurance market

Welcome to the brand power index

The latest edition of the **London Market Brand Index** for 2024 has been released. **Insurindex** showcases an independent view of the leading brands in the commercial insurance sector.

Everything on **Insurindex** is data-driven, our indexes are based on independent empirical evidence and all **Insurindex** insights and points of view are curated by our teams of experts.

Heading up our indexes are the Powerbrands but they are only half the story - our Mission and Innovation Partners with our help are also developing fast, helping to raise the bar and creating a vibrant and competitive market.

Our aim being to help teams to build legendary brands. Properly developed and invested brands can play a powerful role in communicating the value and purpose of insurance over the long term.

[View the top brands here](#) >

Latest

- LONDON MARKET BRAND INDEX 2024**
2024 London Market Brand Index Event
- Verisk and Avatar discuss Augmented Underwriting at InsTech London
- Why service accreditation matters
The importance of service accreditation

The Underwriting Service Quality Marque is featured on Insurindex.

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

Insurindex is powered by Gracechurch and other trusted empirical data sources.

Success is showcased based only on evidenced performance.

To see more on the **2024 Gracechurch Underwriting Service Quality Marque** and other insurance players performance tables visit

<https://theinsurindex.com/service-quality-marque-achievers-2024/>.

Please get in touch

For more information



Rebecca Yuska
Research Director
Gracechurch

E: ryuska@gracechurchconsulting.co.uk
T: +44 (0) 7506 735273



James Price
Research Manager
Gracechurch

E: jprice@gracechurchconsulting.co.uk
+44 (0) 7503 791460

