

# Claims Service Quality Marque

Proving your claims performance



## 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 above-average 'Net Promoter Score' (NPS<sup>®</sup>) and strong performance on the customer-centric service ratings of Commerciality and Communication.

## Why NPS?

NPS<sup>®</sup> 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' only independent service ratings.



**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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