

Notes to editors

The Gracechurch Report: London Claims

The Facts

- The Gracechurch London Claims Report is the leading **independent** report on claims service and has run every quarter since 2009, creating robust and sensitive trends on claims service performance
- 15+ leading London Market Insurers subscribe and actively use the detailed findings to support key decisions about claims service quality
- Clients who have acted on the findings and recommendations within the Report show proven improvements in service quality
- Respondents are exclusively specialist claims brokers operating in the London Market.
- In 2015 265 telephone interviews were conducted
- Respondents are selected at random from a prequalified, validated database of all brokers operating in the London Market: c.30% of the sample are from 'Big 3' brokers and around 40% from medium-size brokers
- Interviews last 25 minutes and comprise structured and unstructured questions covering all aspects of claims service delivery
- This results in c.1,200 individual insurer ratings, covering 10 business lines. The overall satisfaction ranking is based on c.4,000 individual ratings.
- The Report also collects and validates around 6,000 individual verbatim comments each year
- Respondent seniority: claims brokers 45%; Claims director/team leader/advocates 36%; Head of Claims / Board level; 19%.
- 90% of those who take part are willing to be interviewed again
- 80% say that they believe the Gracechurch Report makes a positive impact on improved service from insurers



Net Satisfaction Score (NSS)

- Net satisfaction score is a metric which shows overall performance (in this case satisfaction with service) with the level of service received i.e., satisfaction on a scale of one to ten where one is 'poor' and ten is 'excellent'
- 'Average' performance does not lead to incremental gain for a business; it is the instances when a broker receives 'excellent' service stacked against those instances when they experience 'poor' service that is important.
- The most important benefits of the NSS method derive from simplifying and communicating the objective of creating more "Excellent" service experiences and fewer "Poor" service experiences.
 - Net Satisfaction Score provides a stable measure of business performance that can be compared across business lines, and used to show trends in customer satisfaction trends over time

How does the Gracechurch NSS performance measure work?

- The Net Satisfaction Score is obtained by asking c. 265 claims brokers over 20 questions – of which the ranking is based on one question (How satisfied are you with the service received from X?) is on a 1 to 10 rating scale, where 10 is "extremely satisfied" and 1 is "not at all satisfied"
- All results are based on a Moving Annual Total (MAT). MAT enables a highly robust analysis due to a large base of responses (over 1000 ratings per annum) and smoothes out any fluctuations caused by seasonal differences or surge events
- Based on their responses, brokers are categorised into two groups: Excellent (9–10 rating) and Poor (1–6 rating). The percentage of Poor is then subtracted from the percentage of Excellent to obtain a Net Satisfaction Score (NSS)
- NSS can be as low as -100 (every service experience is poor) or as high as +100 (every service experience is excellent). An NSS that is positive (i.e., higher than zero) is felt to be good, and an NSS of +25 is excellent

