

# 2022 CSI INSURANCE PROGRAM

## OUR PATH TOWARDS INSURANCE EXCELLENCE

### An overview of what CSI INSURANCE is:

Ipsos has extended its CSI research program to better understand the insurance sector especially amongst all this change. The study examines the Canadian insurance scene by **analyzing feedback from customers and capturing their impressions of brands/experiences with various touchpoints**. The core objectives of this study are to: highlight the overall experience provided by each company, consider individual areas of strength, better understand where improvement is needed, while benchmarking performance with other competitors.

The reports provide additional **insights into specific demographic segments** and help clients better understand how each journey point shapes the final customer experience, all the while understanding how the brand promise shapes customer perceptions.

### How we do it?

Each survey is conducted online, with respondents selected from Ipsos' national online panel of Canadian households.

The benchmark wave in July 2020 covered a **sample of 8,000 residents**, 18+ years of age with all respondents having at least one type of valid insurance. Those with multiple types of insurance are eligible to **evaluate up to 3 insurance products and brands**.

The study covers various elements of the insurance journey, capturing key metrics such as **overall satisfaction with the provider and likelihood to recommend (NPS)**. The study also measures overall impressions with value for money and takes a special interest in channel experiences (both online and offline touchpoints). Problem resolution and claims handling are also examined on a provider & product level, especially in light of COVID-19. Other modules are also included, all of which add more depth to our understanding and analysis of the Canadian insurance sector (CHECK CHART ON THE RIGHT).

#### Types of insurance covered:

1. Life
2. Health & Dental
3. Group Benefits
4. Home
5. Auto
6. Creditor
7. Travel

#### Example of the proposed modules which can be modified each wave:

Module 1:  
Customer :  
Company Effort  
Score



Rotational Module 2:  
Emotional  
Connection  
- & CX forces



Rotational Module 3:  
Brand Promise



## Deliverables

- Total feedback from 5,000 insured customers each wave.
- A comprehensive report with key insights and recommendations will be provided after each wave. *Ability to customize the comparison brand and insurance type groups for each subscribers based on areas of interest.*
- One formal presentation of findings will be conducted for subscribed clients.
- Ability to include booster samples for certain segments/products if required. (at an additional cost)

## Awards

Ipsos will announce the results and the awards at the start of the year after. For 2022 the results will be out end of Jan 2022

## Data Collection Months and Sample per wave

- **2022 Wave 1** (5,000 respondents): April 2022
- **2022 Wave 2** (5,000 respondents): August 2022
- **2022 Wave 3** (5,000 respondents): November 2022

## Cost Structure:

Please reach out to

[mariam.Nabils@ipsos.com](mailto:mariam.Nabils@ipsos.com) for details on the cost to subscribe to this study

# 4 Open ended questions, 3 Insurance policies evaluated per respondent

<b>Usage &amp; Attitudes</b>	Aided awareness, Product Ownership, Insurance Providers, Share of Wallet, Consideration
<b>Overall CX Evaluation</b>	NPS & Reasons, Business Potential, OSAT, Emotional Connection Evaluation, Relationship KPIs, Market Barriers
<b>Touchpoint &amp; Claims</b>	Interaction Duration, Interaction Frequency, Touchpoint Preference, Touchpoint SAT, Website Experience Diagnostics, Mobile App Experience Diagnostics, Call Centre Experience Diagnostics, Policy Diagnostics, Type of Claims (method, type, result), Claims Satisfaction, Loyalty Program SAT
<b>Moments of truth / Customer company effort</b>	Moments of Truth, Issue Resolution SAT, Company Effort – Client Effort
<b>General Attitudes</b>	Reasons for Primary Provider, Previous Behaviour, Best Features, special focus on COVID CURRENT AND FUTURE BEHAVIOUR and Preferences
<b>Rotational Module: Brand Promise</b>	Campaign Recall P6M, Communication Promise, Promise vs. Expectations, Experience Evaluation & Effects

