

CUSTOMER SATISFACTION INDEX INSURANCE STUDY

Our path towards insurance excellence



The CSI Insurance program is a comprehensive evaluation of customer experience within the Canadian insurance industry, now successfully entering its 15th wave. This ongoing study delves into customer experiences, preferences, and satisfaction across various touchpoints, encompassing policy categories, interaction channels, and insurance brands. Evolving over time, the study now explores customer experience through the lens of ease of experience and the emotional impact.

The Primary Objectives Are To:

- Assess the overall experience provided by each company.
- Recognize individual company strengths and points for improvement.
- Benchmark performance against competitors.

Methodology

The study is comprised of three online waves annually (early spring, late summer, and late fall/early winter), engaging approximately 6,000 Canadian households from Ipsos' national online panel. Respondents are 18 years or older, possessing at least one policy in Life, Creditor, Health & Dental, Group Benefits, Home, Auto, or Travel categories.

Scope

An analysis of various customer journey aspects includes:

- Overall provider satisfaction.
- Likelihood to Recommend (NPS®) by policy type.
- Value for money.
- Experiences across online and offline channels.
- Brand emotional connection.
- Usage and attitudes (aided awareness, product ownership, providers, share of wallet, tenure).
- Overall CX Evaluation (NPS® by brand and policy, satisfaction, emotional connection, relationship KPIs, trust barriers, value elements).
- Touchpoint & Claims (duration, frequency, preference and satisfaction, website, mobile app, call center, advisory and policy diagnostics, claims type and satisfaction).
- Tariff impact on customer perception.

2024 Study Highlights

- Increased Customer Satisfaction: Industry NPS® rose from -8 in 2023 to -5 in 2024.
- Recommendation on a policy level revealed customers with group benefits and health/dental policies have the lowest NPS®.
- Personalized advice and proactive communication play crucial roles, alongside traditional aspects like pricing and provider tenure.
- Regional Differences: Lower satisfaction in Western Canada compared to Eastern Canada.
- Tenure Impact: Newer customers (0-5 years) showed lower satisfaction.

Deliverables

- Feedback from 6,000 insured Canadians per wave (up to three policies per respondent).
- Comprehensive report with insights and recommendations post each wave, with customization options.
- End of year key driver analysis based on full year data.
- One formal presentation of findings for subscribers.
- Optional booster samples for specific segments/products (at additional costs).

Contact us to learn more about this study:

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