

Customer Experience Assessments: Collect the Benefits

What's working? Find out with insurance-based research programs

In today's competitive insurance industry, focusing on customer satisfaction alone is simply not enough. Insurance companies must foster a state of loyalty by consistently meeting or exceeding the expectations of policy holders.

Research & Insights from Harland Clarke Digital helps identify the key drivers of customer satisfaction and dissatisfaction, which is critical for any organization looking to improve the customer experience and increase customer engagement.

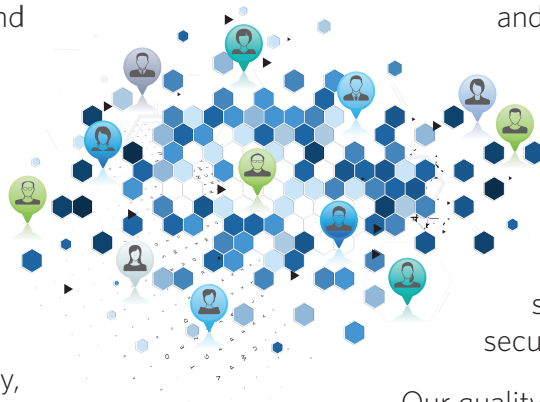
Customer satisfaction leads to customer loyalty, and ultimately the type of brand advocacy that not only reflects your ability to retain customers, but also supports your capacity to acquire new customers.

Research & Insights uses more than 40 years of experience working with the insurance industry to understand customers, learn from employees, capture and evaluate compliance and much more.

Surveys can be distributed through a variety of channels, including phone, direct mail, IVR and web allowing each research project to be tailored for the desired audience.

Research & Insights understands the level of importance our clients put on the privacy of their survey participants and the security of that data.

Our quality, service and security standards are best-in-class so you'll never have to worry about the integrity of your data.



Allowing customer experience issues go unaddressed is like relying on inadequate coverage. Minimize the risk with Research & Insights

Insurance Research & Insights: Specialized surveys for every need

- Customer Loyalty
- Customer Satisfaction
- Compliance Related Data-Collection
- Employee Engagement
- 360° Leadership Feedback
- Focus Groups
- Conference Evaluations

Interested in learning more? Contact Harland Clarke Digital today!

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