IF9 LEARNING OUTCOME 2

4 QUESTIONS

LEARNING OUTCOME 2 UNDERSTAND THE IMPORTANCE OF CUSTOMER FEEDBACK TO IMPROVE SERVICE IN THE INSURANCE SECTOR

FCA REQUIREMENTS FOR MI

- ✓ Relevant
- ✓ Accurate
- ✓ Timely
- ✓ Acted upon
- ✓ Recorded

CUSTOMER FEEDBACK METHODOLOGIES

- ✓ Six Sigma
- ✓ Lean Thinking
- ✓ Total Quality Management (TQM)

BENCHMARKING

- ✓ Internal
- ✓ External
- ✓ Analysis

CONFIDENTIAL INFORMATION

- ✓ Public data
- ✓ Corporate data
- ✓ Personal data

OBTAINING FEEDBACK

- ✓ Surveys
- ✓ Questionnaires
- ✓ Focus groups
- ✓ Speech analytics
- ✓ Feedback from staff
- ✓ Web watching
- ✓ Social media
- ✓ Broker surveys
- ✓ Trade publications

WAYS FEEDBACK CAN BE DEPICTED

- ✓ Bars and column charts
- ✓ Pie charts
- ✓ Area charts
- ✓ Line graphs