

## Taking the Customer Experience to the Next Level

For more than 45 years, J.D. Power has been capturing the opinions and perceptions of millions of consumers annually. J.D. Power data and insights are used by companies worldwide to improve quality, satisfaction, and business performance, while J.D. Power ratings aid consumers in making more informed purchase decisions. By analyzing the many aspects of the customer experience, J.D. Power can identify the multiple drivers of that experience, measure and understand the impact of those drivers, and help drive business results by monitoring and improving performance.

The *J.D. Power Canadian Home Insurance Study<sup>SM</sup>* not only analyzes customers' perceptions of their home insurance coverage and their insurer's ability to meet their expectations, but also identifies metrics for each customer touch point and the service levels for each measure that represent best practice performance targets for satisfying customers. The 2015 study, which surveys **7,466** home insurance customers, also examines the impact of home insurance on the sale of home policies and customer loyalty and provides critical national and regional benchmarking information on insurers across **three regions** throughout Canada.

## Main Areas of Focus

- Customer Satisfaction
  - Five critical paths in the customer-insurer relationship: Billing and Payment; Claims; Interaction (Broker/Agent, Call Centre Representative, and Website); Price; and Policy Offerings
  - Impact of satisfaction on loyalty and advocacy
  - Significance of price in satisfaction, loyalty, and recommendation
  - Link between customer satisfaction and financial return on investment
- Interaction channel usage (broker, agent, direct, website)
- Distribution channel usage (agent/broker, direct)
- Brand-level measures: overall satisfaction in each of the factors of the customer experience, and performance on industry best practices

## Methodology

The *2015 Canadian Home Insurance Study* data was gathered using an online survey. Data was collected on 27 insurance companies using an extensive screening process that queried the home insurance habits of nearly 50,000 insurance customers in Canada. Each insurer's regional market share was determined based on the composite results of the screening process and third-party market share data.

## Sample Sizes by Region

Region	Sample Size
Western	2,630
Atlantic/Ontario	3,307
Quebec	1,529

To provide a more accurate picture of the home insurance industry, responses were weighted by third-party market share and screener. Insurance companies profiled in this study comprise a minimum of 67% of market share within each respective region.

## Profiled Insurers

- Alberta Motor Association
- Allstate
- Aviva Insurance
- BCAA
- belairdirect
- CAA Insurance
- Canadian Direct
- Chubb Insurance
- CNS Insurance (Canadian Northern Shield)
- Desjardins General Insurance
- Economical Insurance
- Gore Mutual
- Industrial Alliance
- Intact Insurance
- Johnson Insurance
- La Capitale
- Peace Hills General Insurance
- Portage Mutual Insurance
- RBC Insurance
- RSA Insurance
- SGI
- SSQ General
- State Farm
- TD Insurance
- The Co-operators
- The Personal
- Travelers

## Award Criteria

Home insurers that receive 100 or more completed surveys within any region are profiled and ranked in that region. The highest-performing brand in each region receives an award for their performance, which is based on the overall Canadian Home Insurance Customer Satisfaction Index.

## Statistical Analysis

The J.D. Power index methodology in the *2015 Canadian Home Insurance Study* provides a means of identifying those elements that drive competitive differences in customer satisfaction. This identification is essential in providing feedback to an insurer's operational units. The index is a yardstick designed to summarize ratings on the many facets of satisfaction into one combined measure that provides actionable information. Identifying any weakness that exists in a particular area is the first step toward taking direct action to strengthen competitive position. Understanding the degree to which that weakness influences customer satisfaction aids in establishing priorities.

## Subscription Benefits

Insurance companies that subscribe to the study will be better able to understand their competitive position at a detailed level, allowing them to pinpoint critical areas for improvement and make prudent investments in the service aspects that matter most to customers.

Subscribers will be able to:

- Benchmark performance to key competitors in the marketplace
- Identify industry service-level best practices
- Segment results by sales and service interaction channel (broker/direct)

All J.D. Power index models are mathematically derived formulations that predict overall satisfaction with a set of independent attributes describing customer experiences with a product or service. All index formulations use factor analysis and multiple regressions to develop the weighting process defining the index. Once this index scoring procedure is developed, individual index scores are computed for each survey response.

## Deliverables

The results of this study are scheduled to publish on June 2, 2015.

Study deliverables include:

- Detailed findings that provide insights into key industry trends and study results
- Client-specific scorecard that displays key performance metrics and frequencies
- Competitive gap analysis allowing you to see how your company stacks up against your competitors, the industry, and the highest performers both at a regional and national level
- Online delivery platform access
- SPSS data set allowing you to gather data based on specific areas of interest
- On-site presentation that provides a summary of your company's results, compared with those of key competitors, and identifies industry best practices
- Dedicated research analyst hours to support each subscribing company



## Pricing

For more information regarding pricing, please contact:

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## Total Completed Surveys

Home Insurer	Region			National Total
	Western	Atlantic/Ontario	Quebec	
Alberta Motor Association	126	—	—	126
Allstate	34	209	33	276
Aviva Insurance	210	247	101	558
BCAA	203	—	—	203
Belairdirect	—	144	144	288
CAA Insurance	—	46	—	46
Canadian Direct	40	—	—	40
Chubb Insurance	—	38	—	38
CNS Insurance	68	—	—	68
The Co-operators	224	253	—	477
Desjardins General Insurance	—	38	210	248
Economical Insurance	102	189	—	291
Gore Mutual	—	115	—	115
Industrial Alliance	—	—	119	119
Intact Insurance	247	273	206	726
Johnson Insurance	56	188	—	244
La Capitale	—	—	183	183
Peace Hills General Insurance	106	—	—	106
The Personal	—	148	122	270
Portage Mutual Insurance	103	50	—	153
RBC Insurance	54	199	—	253
RSA Insurance	32	139	35	206
SGI	195	—	—	195
SSQ General	—	—	125	125
State Farm	—	241	—	241
TD Insurance	231	251	110	592
Travelers	114	170	—	284
Wawanesa	245	178	—	423
Other	240	191	141	572
<b>Total</b>	<b>2630</b>	<b>3307</b>	<b>1529</b>	<b>7466</b>

Notes: Western Region includes Alberta, British Columbia, Manitoba, and Saskatchewan; Atlantic/Ontario Region includes New Brunswick, Newfoundland and Labrador, Nova Scotia, Ontario, and Prince Edward Island; Quebec Region includes Quebec.