

# MEMBER & BROKER SURVEY RESULTS

# MEMBER AND BROKER SURVEY



Enabling our Members to trade with confidence underpins everything we do at North. Our commitment to, and the delivery of service excellence, means that our Members and brokers know they have a great team supporting their business.

During Autumn 2017, we commissioned our second independent Member and Broker Survey to benchmark the levels of service we deliver. We are pleased to report that the 2017 survey returned outstanding and improved results across all the key measures, with overall satisfaction rising to an exceptional 8.5 from a possible maximum score of 10. The results confirmed that North continues to deliver on its key values of service, strength and quality. It was also very pleasing to see that our Members and brokers agree that service excellence is embedded in North's culture, with staff always willing to go that extra mile.

Alan Wilson & Paul Jennings  
Joint Managing Directors

## THE SURVEY

Similar to our approach in 2014, the survey was a two-step process. Firstly, we invited all of our Members and brokers to complete an online questionnaire. The second step was a series of in-depth interviews with a cross-section of the membership and broker community. We were keen to evaluate any changes in perceptions of North over the past three years and to understand further the needs of our membership. To achieve this, we focussed on the following areas:

- Perceptions of North relative to the key needs of the membership
- Service Quality
- Underwriting Performance
- P&I and FD&D Claims Management Performance
- Loss Prevention Service
- Information and Communications

Thank you to our Members and brokers for taking part in this survey - your feedback is invaluable.

# OVERALL SATISFACTION

Overall, North's performance is consistently high, with satisfaction levels across all departments improving. Our Members have highlighted that the strength of their relationship with North and the service they receive are the key reasons why they remain with the Club. We are particularly pleased with this feedback given that personal relationships were identified as a key differentiator in our 2014 survey.

OVERALL SATISFACTION

8.5

(2017)

8.1  
(2014)

LIKELIHOOD TO CONTINUE WORKING WITH NORTH

9.0

(2017)

8.4  
(2014)

SATISFACTION WITH P&I AND FD&D CLAIMS

8.6

(2017)

8.2  
(2014)

SATISFACTION WITH UNDERWRITING

8.2

(2017)

7.8  
(2014)

SATISFACTION WITH LOSS PREVENTION

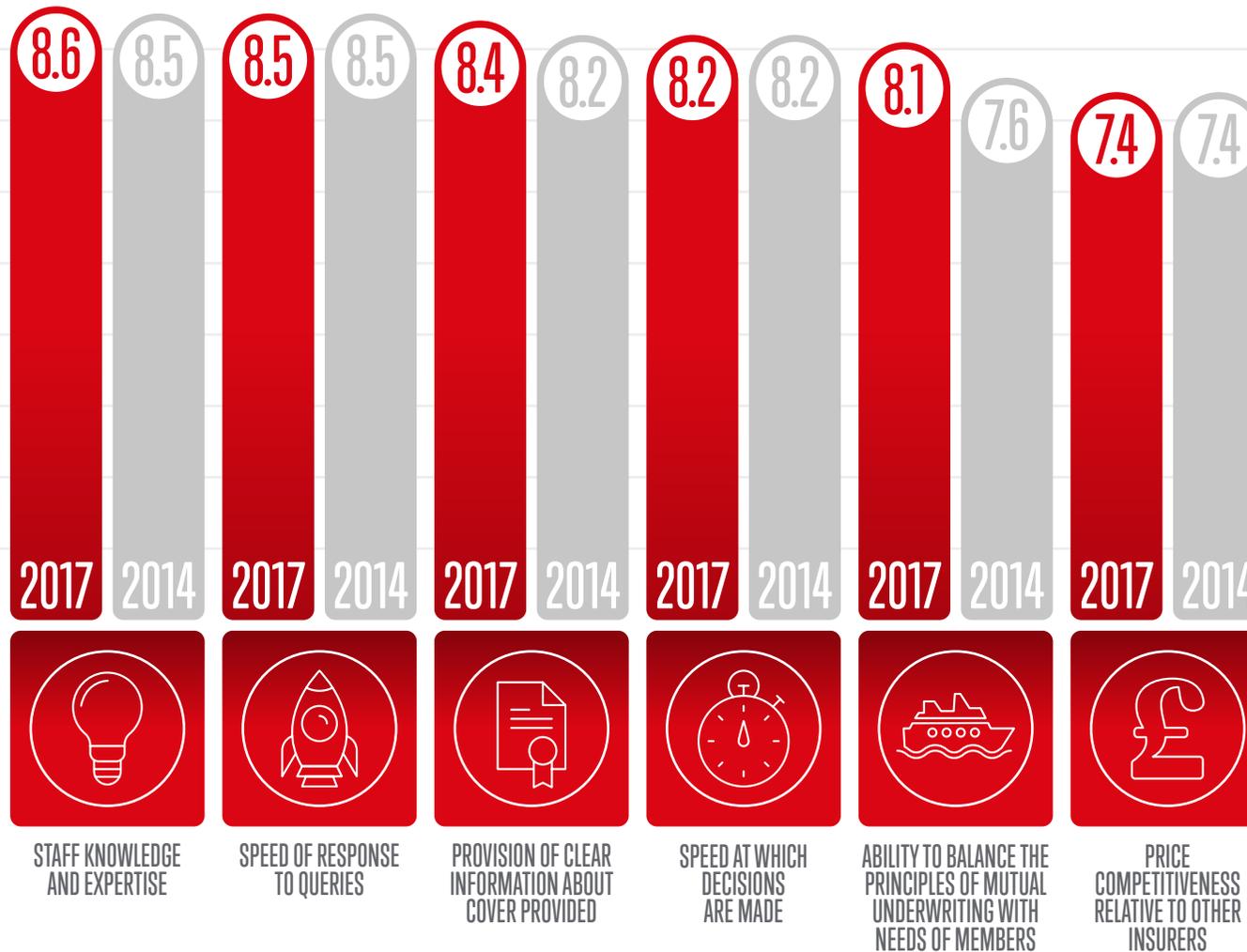
8.4

(2017)

8.3  
(2014)

# UNDERWRITING PERFORMANCE

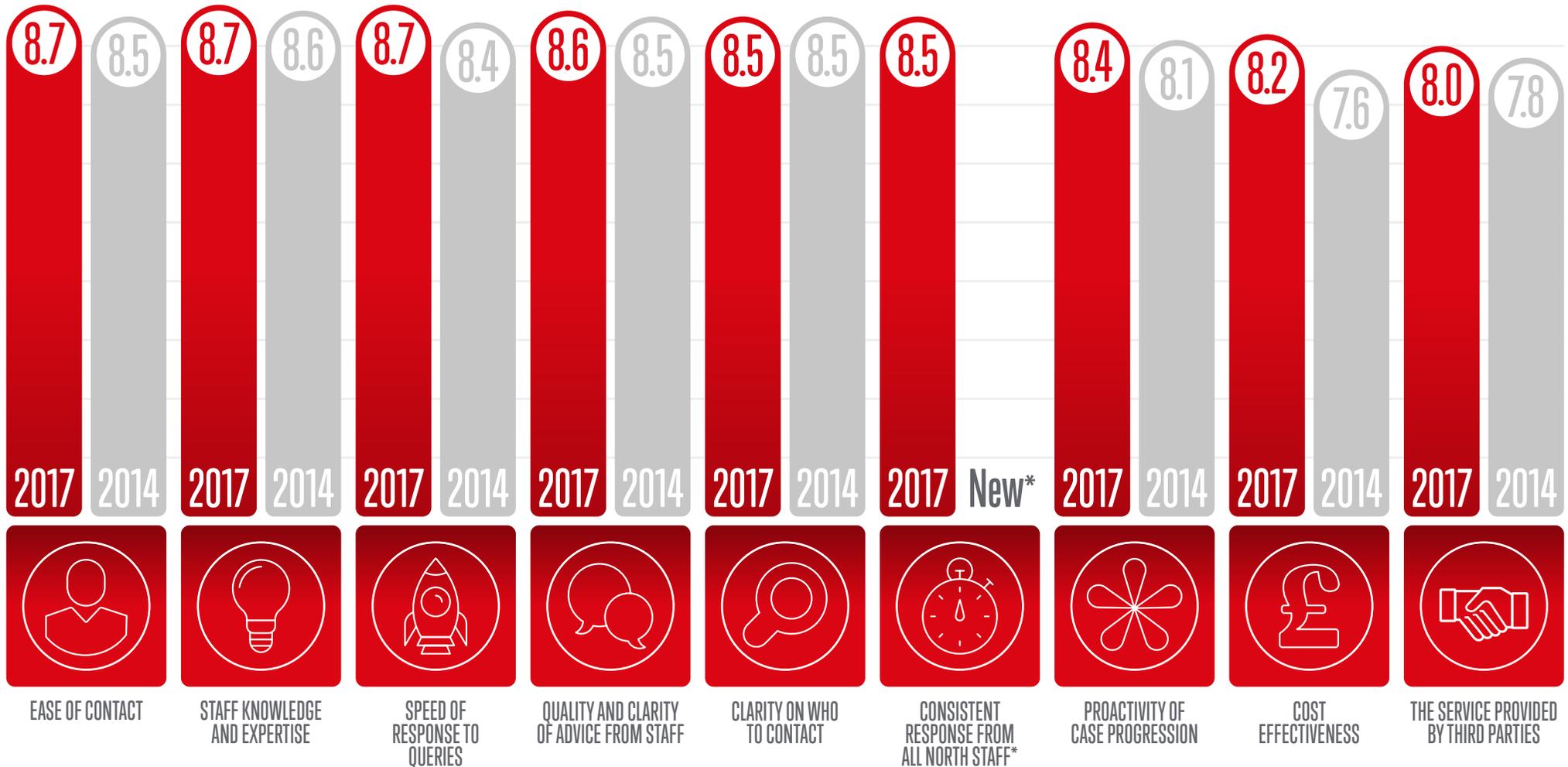
Underwriting performance scored highly overall compared to 2014, but satisfaction levels were lower in relation to price competitiveness. The largest increase in satisfaction (+0.5) was seen in our ability to balance the principles of underwriting with needs of Members.



The satisfaction scores are published on a scale of 1 to 10, with 1 = not satisfied and 10 = very satisfied.

# P&I CLAIMS PERFORMANCE

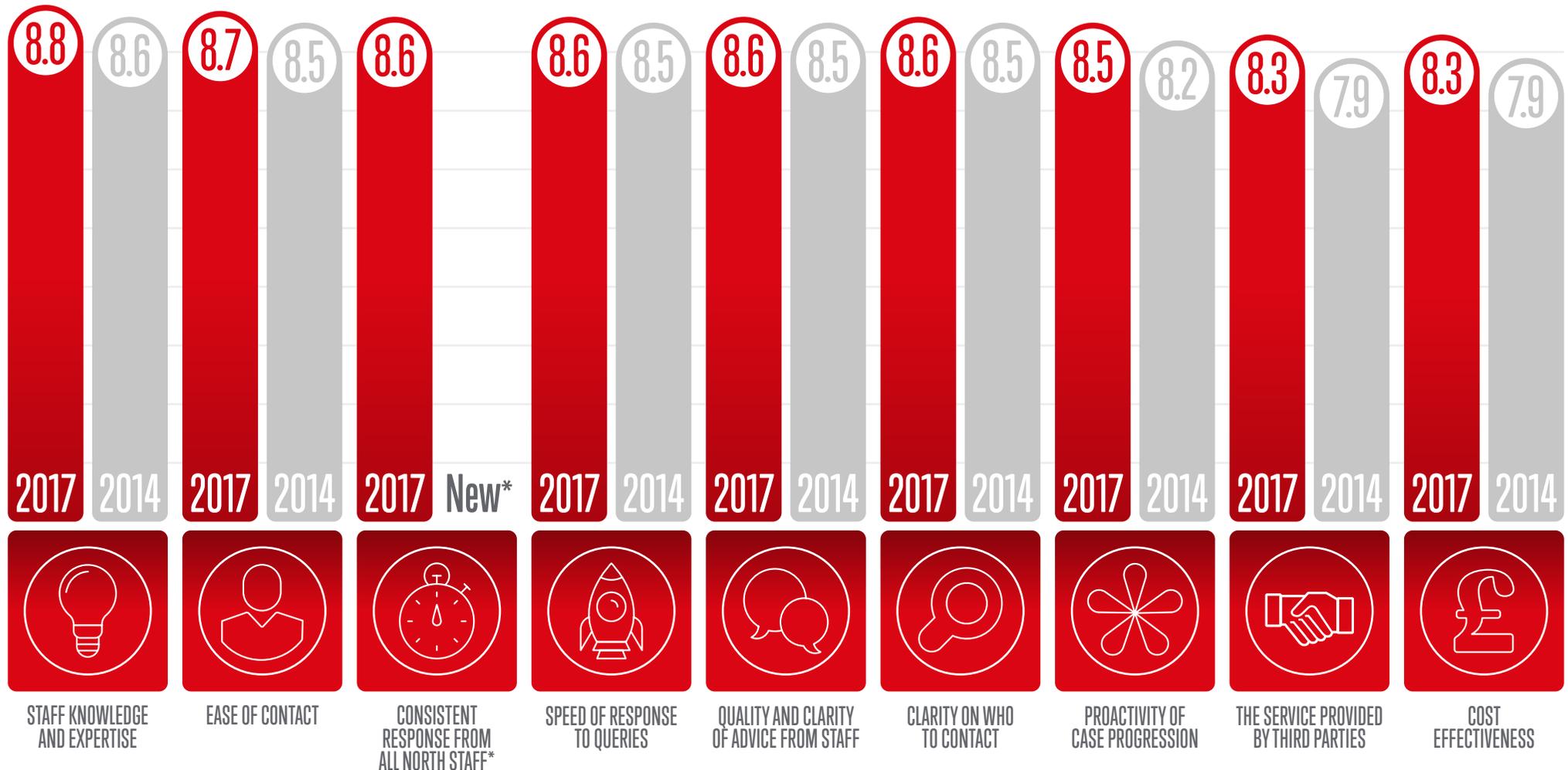
Overall satisfaction with P&I claims handling has improved since 2014, with the largest increase attributed to cost effectiveness (+0.6).



The satisfaction scores are published on a scale of 1 to 10, with 1 = not satisfied and 10 = very satisfied. \*New satisfaction rating added to survey in 2017

# FD&D CLAIMS PERFORMANCE

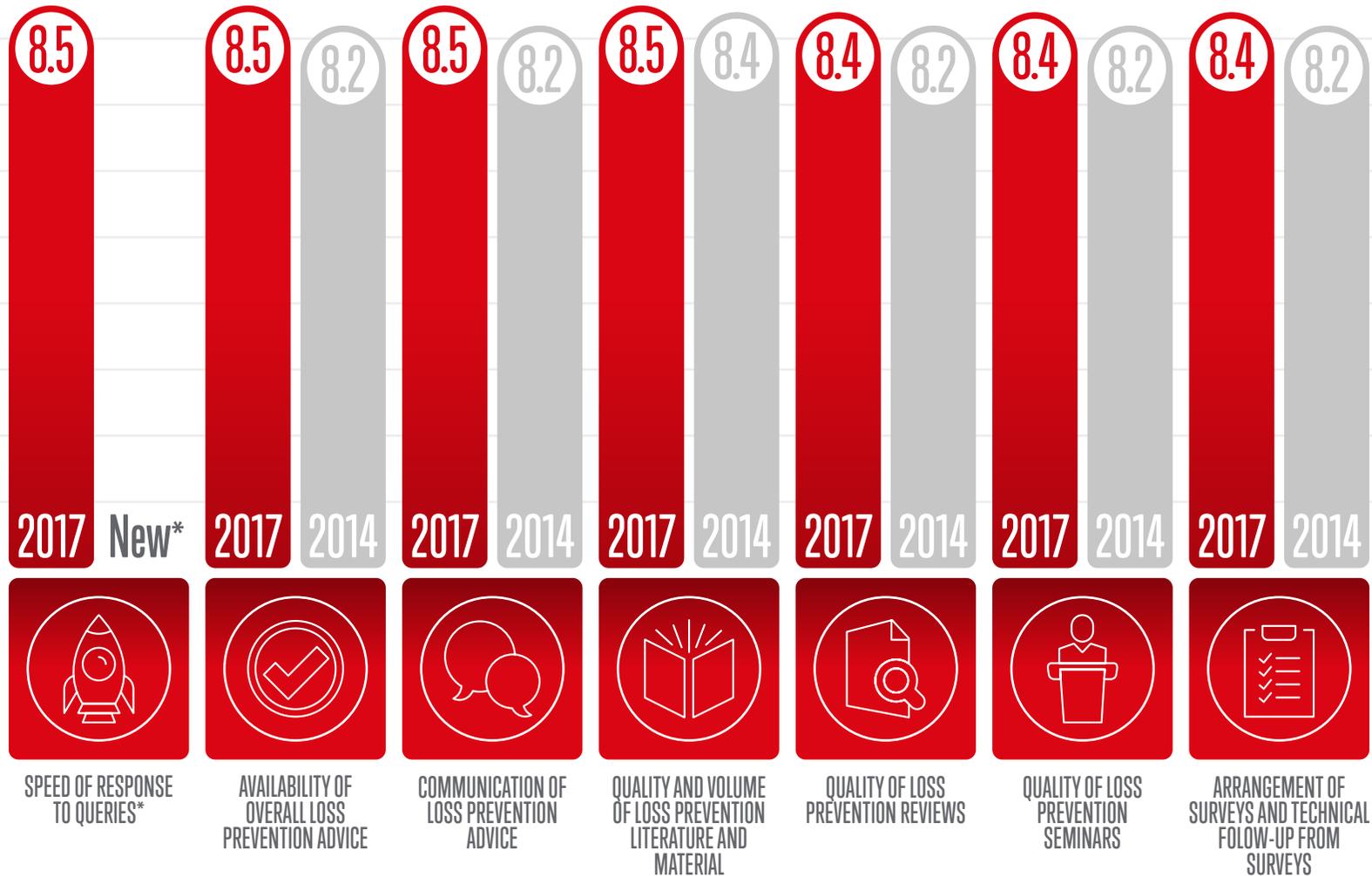
Satisfaction in FD&D claims management performance has improved since 2014, with cost effectiveness and the service provided by third parties showing the greatest increase.



The satisfaction scores are published on a scale of 1 to 10, with 1 = not satisfied and 10 = very satisfied. \*New satisfaction rating added to survey in 2017

# LOSS PREVENTION

A market leader in Loss Prevention, satisfaction levels remain high with improvements across the board as loss prevention advice is highly valued by our membership.



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# ACCORDING TO OUR MEMBERS & BROKERS NORTH DELIVERS ON ITS KEY VALUES

## NORTH



SERVICE

SERVICE QUALITY  
IS KEY  
DIFFERENTIATOR

STRENGTH

FINANCIALLY  
GETTING STRONGER

QUALITY

THE WORK QUALITY  
OF NORTH STAFF  
IS OF A HIGH  
STANDARD

# WHAT OUR MEMBERS & BROKERS SAY ABOUT US

FINANCIAL STRENGTH QUALITY MEMBERSHIP  
GLOBAL PRESENCE COLLABORATIVE  
INSIGHTFUL AND FORWARD THINKING RESPECTFUL FLEXIBLE APPROACH TO WORK  
TRANSPARENT PERSONABLE STAFF  
INNOVATIVE CONSISTENT  
HIGH LEVELS OF SERVICE DISTINCTIVE SERVICE  
ALWAYS ON YOUR SIDE LOOK FOR SOLUTIONS  
PROACTIVE SUPPORTIVE STAFF  
OPEN AND HONEST LEADING P&I CLUB ACCESSIBLE  
TRUSTWORTHY VALUE FOR MONEY TALENTED STAFF

# LOOKING FORWARD

To enable our Members to trade with confidence, we are committed to listening to what Members need and making further improvements to our service.

We welcome your feedback year-round and invite you to share your views with us at any time.

Thank you.