

# *Member & Broker Survey Results*

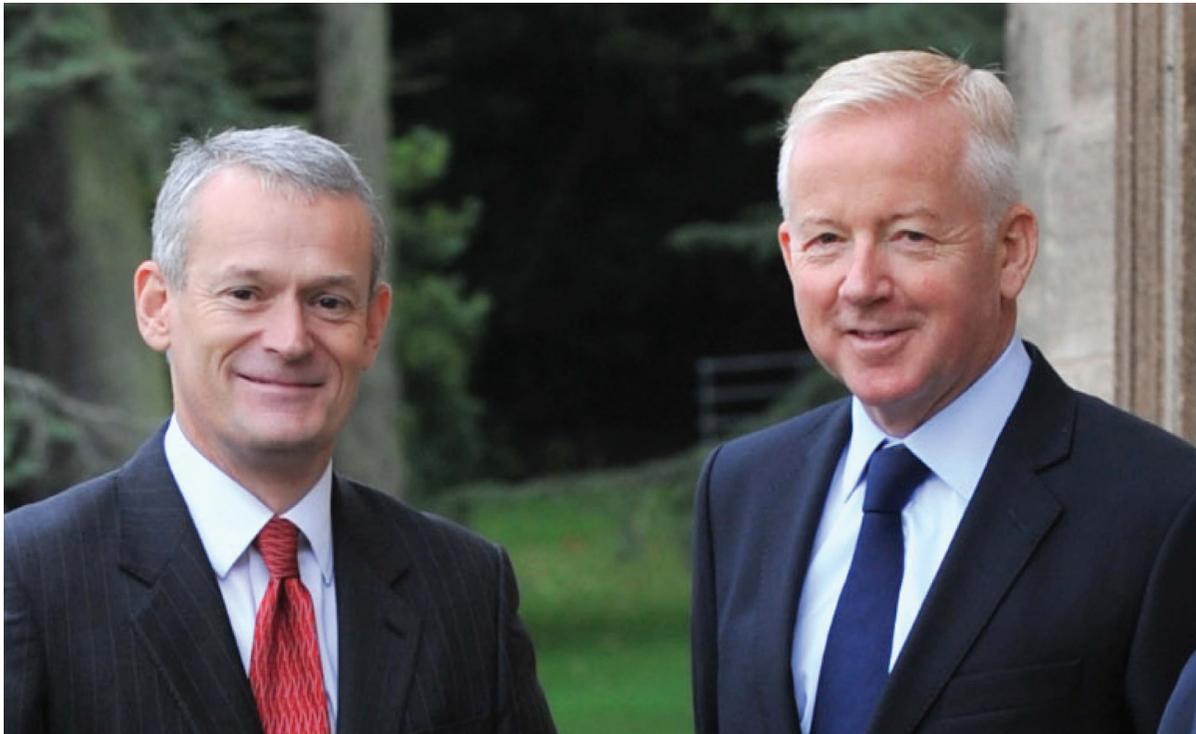
**NORTH**   
SERVICE, STRENGTH, QUALITY

# MEMBER AND BROKER SURVEY

Providing cost effective service underpins everything we do at North P&I Club and during Autumn 2014, we commissioned the first biennial independent Member and Broker Survey to ensure that we are meeting the expectations of our Members and their brokers.

The aim of this survey was twofold. Firstly, through listening to our Members and brokers, we can identify potential improvements to service quality as we are committed to finding new and innovative ways of evolving our products and service. Secondly we were keen to evaluate our performance which can be used as a measurement against our Board-set KPI *“to provide the highest level of cost effective service to all North Group Members and Policyholders”*.

Alan Wilson & Paul Jennings  
Joint Managing Directors



# OUR APPROACH

The survey was a two-stage process, the first stage consisting of a programme of in-depth interviews with a small number of Members and brokers from a cross-section of our geographical membership areas. The second stage consisted of an online questionnaire which we invited all of our Members and brokers to complete. We focussed on five broad areas:

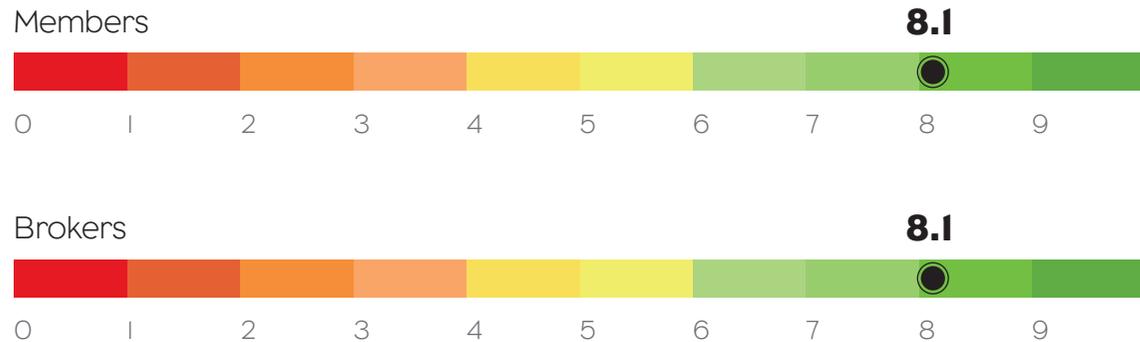
- Service Quality
- Underwriting Performance
- Claims Management Performance
- Loss Prevention and other services
- Information and communications

We would like to take this opportunity to thank our Members and brokers for taking part in this survey and we are extremely grateful for the very high response rate and level of interest shown.

# OVERALL SATISFACTION

Overall, satisfaction levels were consistently very high in all geographic areas, across departments, and amongst both Members and brokers. Members highlighted that North was a trusted advisor and a genuine partner and would be willing to recommend North to others, demonstrating strong member loyalty and retention rate.

Satisfaction levels were lower in relation to price competitiveness, which we expected given North's robust renewal strategies which have been implemented over the past couple of years.



*Satisfaction with North is consistently high*

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

## KEY DIFFERENTIATORS

The survey results highlighted that certain intangible factors have been identified as the key differentiators between North and International Group peers:

- **People:** Personable, supportive, flexible, resilient
- **Company Culture:** Warm and engaging, down to earth, strong embedded service culture, high staff retention
- **Service Quality:** In-house expertise, responsive
- **Relationships:** Friendly and approachable

It is these factors that differentiate North from other International Group peers and strengthens overall satisfaction levels.

# P&I CLAIMS HANDLING

Strong across all segments especially in the areas that matter most.



# FD&D CLAIMS HANDLING

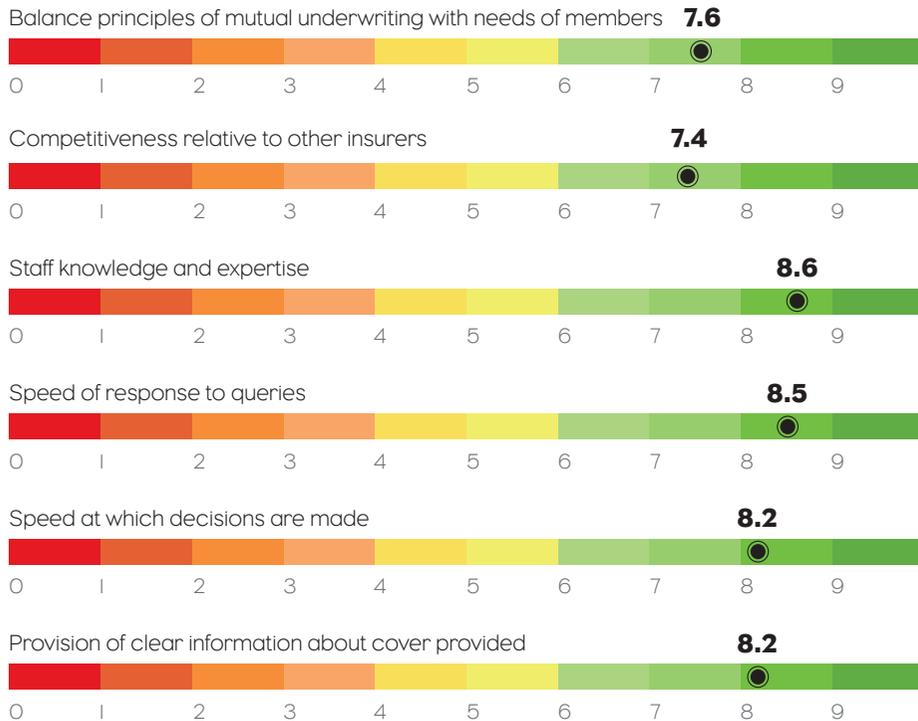
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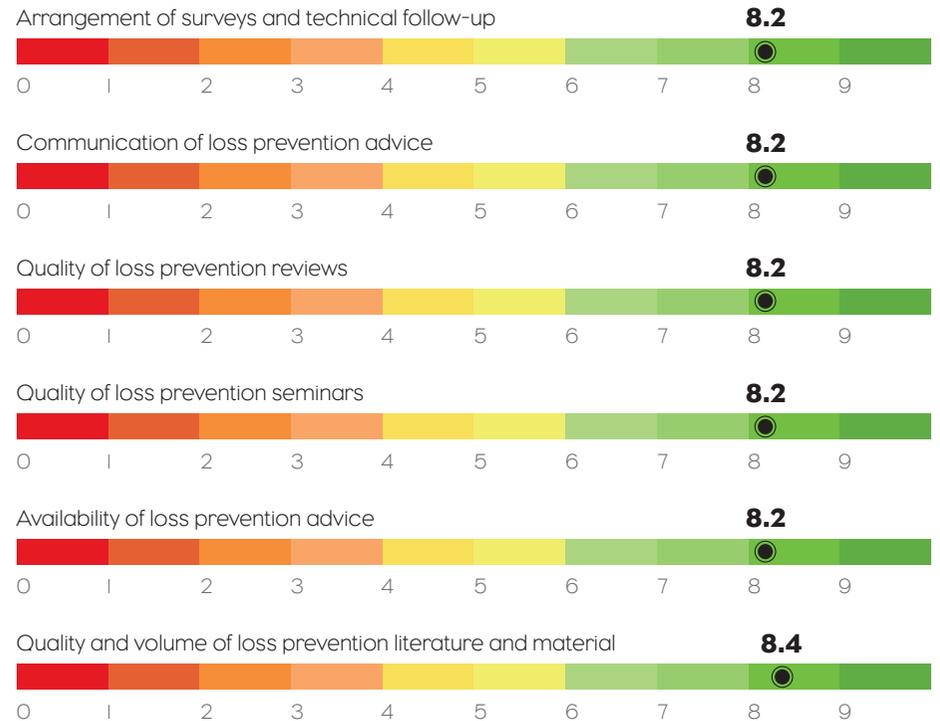
# UNDERWRITING PERFORMANCE

North's underwriting service scored high overall, but satisfaction levels were lower in relation to price competitiveness.



# LOSS PREVENTION

North is seen as a clear leader in loss prevention.



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# SNAPSHOT OF FINDINGS

- Excellent relationships with Members and brokers
- Strong and consistent satisfaction
- Outstanding reputation for loss prevention
- Strong performance in claims management
- Communications viewed very positively

## *Moving Forward*

There are, of course, areas for us to improve on, in particular enhancing personal relationships with our Members and brokers, which has been identified as a key differentiator for North.

We welcome your feedback at any time during the year therefore if you did not have the opportunity to share your views with us then please feel free to get in touch with your usual contact at the Club.

Thank you.

