



## Insurance Research & Insights

### *Customer Experience Assessments: Collect the Benefits*

What's working? What needs adjustment? 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, focus groups,

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.

### ***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

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



**CAPTURE INSIGHTS TO  
INFORM DECISIONS TODAY!**

For a free consultation to meet your research goals, call **800.722.6876** or visit us at **[www.scantron.com](http://www.scantron.com)** to learn more.

### ***About Us***

Scantron® Survey Services provides solutions to help you collect data you can use. We deliver the quality you expect from decades of experience. Whatever your survey or research needs, Scantron can meet you where you are and help you get to where you want to be.