

2018 U.S. Auto Claims Satisfaction Study

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While auto insurers continue to improve industry-wide in terms of customer satisfaction, the competition to differentiate brands is intensifying. Understanding why your customers are satisfied or dissatisfied with their claims experience and knowing what your competitors are doing to meet their customers' expectations are critical in efforts to distinguish your company's claims process from those of other companies.

Super KPI Impact on the Bottom Line



Super KPIs are Key Performance Indicators that positively influence satisfaction and result in a higher probability of advocacy.

The study incorporates insights from these Super KPIs to describe how insurers can not only improve customer satisfaction during the entire claims process—from first notice of loss through the repair and delivery of their vehicle or settlement of a total loss—but also how they can improve customer retention and advocacy, both of which are crucial to growth and profitability.

The J.D. Power 2017 U.S. Auto Claims Satisfaction StudySM identified eight Super KPIs, of which:



Study deliverables include:

- Customized executive presentation and in-person discussion that includes data-driven, actionable recommendations for achieving strategic goals
- Net Promoter Score[®]—This study includes Bain Certified NPS[®] by J.D. Power. Several NPS[®] questions will be added to the respondent files and available on VoX and via a word cloud and rank chart
- Competitive survey data and industry reports
- Data and analytical tools for performance insights and competitive peer comparisons
- Access to VoX 3.0—this study is available on the interactive interface, VoX 3.0

Other 2018 Claims Product Suite offerings* include:

- **Claims Certification Program:** J.D. Power provides businesses with opportunities to pursue top performance claims certification. These distinguished claims certification programs are designed to help insurers at a local and national level improve their claims operations through a combination of Voice of the Customer feedback and other relevant measures such as a rigorous on-site evaluation of claims processes. Companies must attain a high level of performance to become certified.
- **NPS Analytics Package Add-On:** J.D. Power's NPS Analytics Package helps brands more fully understand the drivers of the Net Promoter Score and how those results fit within the framework of the overall customer experience.

Net Promoter System,[®] Net Promoter Score,[®] NPS,[®] and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

*These offerings require an additional subscription.