



J.D. POWER

INSURANCE
INTELLIGENCE

STUDY GUIDE
U.S. SMALL COMMERCIAL
INSURANCE STUDY



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The **J.D. Power U.S. Small Commercial Insurance StudySM** provides subscribers with insights directly from small commercial customers about their experiences with and expectations of their insurance carriers. The study identifies key industry trends and issues in the small business commercial market and provides an in-depth understanding of the needs, expectations, and desires of today's small-business customers, as well as insights into opportunities for insurers to improve customer satisfaction, commitment, and advocacy.

CHARACTERISTICS OF CUSTOMERS SURVEYED

This study provides insights about customers' experiences which can be examined by the following customer segments:

- Business size based on employee count
- Business size based on revenue
- Gender
- Ethnicity
- Location (state)
- Other products/services with their insurer
- Use of digital platforms as it related to insurance sales and service

CUSTOMER EXPERIENCES EXPLORED

This study provides actionable information and intelligence about customer experiences with their commercial insurance policy including:

- Interaction
- Policy Offerings
- Price
- Billing and Payment
- Claims

SUBSCRIPTION DELIVERABLES

- Customized executive presentation and strategy session that gives you data-driven, actionable recommendations for achieving your strategic business goals
 - You'll meet with our industry experts who will offer tailored guidance and empower you to use the intelligence to improve your profitability, performance, and capacity for business transformation.
- Executive briefing document highlighting key trends and insights across the industry
 - J.D. Power is constantly immersed in understanding what is happening in your marketplace—and with your competition. We track the competition so you don't have to. Get independent, objective recommendations that keep you ahead of the pack.
- Scorecard benchmarking your company's performance compared with the industry across key drivers of satisfaction, loyalty and advocacy metrics
 - Scorecards help you understand how you compare to your competition and cross-industry. We help you understand where efforts should be focused and the specific actions needed for greatest positive impact on customer experience and business results.
- Competitive survey data and industry reports including information on customer segments
 - We help you understand where you stand on key customer satisfaction measures relative to your competitors—so you can target key focus areas and drive improvements more effectively.
- Data and analytical tools for performance insights and competitive comparisons with your peers including access to the VoX Platform—J.D. Power's proprietary interactive reporting interface
 - Data is only as powerful as the analysis and insights tied to it—and we are putting that power in your hands. Achieve a complete view of your performance when and where you need it. The data, analytics, insights, best practices, and action plans you need are available whenever and wherever you need them, to help you make data-driven decisions that will improve your customer experience and drive positive financial results.
- The complete study data file with consumer survey responses
 - We source current data from real customers so you can understand dynamic customer expectations, sudden/unexpected changes in product quality and be at the forefront of trends.

Behind every rating, review, and award, sit countless consumer data points—real insights from real owners.

- **NEW FOR 2019:** Certified NPS® by J.D. Power; presentation slides with NPS Rank Chart and industry summary plus VoX access to NPS rank chart(s), verbatims and text analytics
 - For many companies, NPS is a popular and effective internal measurement of customer loyalty, but companies wanting to compare their performance against competitors need reliable, objective benchmark data. J.D. Power offers an independent, objective, NPS industry benchmark that companies can use with confidence to support competitive benchmarking, investor communications and even executive incentives. Learn more at jdpower.com/nps.

USE CASES WITHIN YOUR ORGANIZATION

Our data and insights can be leveraged to empower teams across the full spectrum of your business. Our experts work directly with clients to build data-driven organizations by combining 50 years of experience with cutting edge data science and technology tools. Here are some examples of how your teams can benefit from a study subscription:

Marketing

- **Build** customer personas and journeys using data and insights from real, verified consumers.
- **Tailor** your messaging to key audience segments based on their expectations, likes, dislikes, channel preferences and more.
- **Prioritize** your investments and initiatives around the factors that are shown to drive the most substantial increases to customer satisfaction.

Reputation Management

- **Understand** the real state of your reputation and brand image compared with those of your peers and competitors.
 - **Identify** opportunities to strengthen or reposition your brand and create a competitive advantage with customers in your marketplace.
 - **Track** the impact of your brand image and reputation management initiatives as perceived by your customers and those of your competitors.
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- Product Development**
- **Evaluate** your products and services using real voice-of-the-customer data to ensure they are in sync with evolving customer desires and needs.
 - **Align** your pricing and manage your margins in accordance with best practices, customer expectations and peer benchmarking.
 - **Attract** and retain customers by executing on best practices that demonstrate the cost to value equation for customers.

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- Operations**
- **Empower** data-driven resource planning, prioritizing areas of the business that your customers perceive to have the highest impact on behaviors like loyalty, referrals, etc.
 - **Leverage** reliable data and insights to facilitate meaningful changes to your operational processes and smoothly implement within your organization.
 - **Access** the intelligence and professional experience with extensive experience across all core capabilities and industries.
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MORE WAYS WE HELP OUR CLIENTS

In addition to this study, J.D. Power provides a wide variety of services which can drive growth and manage the customer experience.

- Brand licensing and ancillary marketing opportunities
 - Leverage the independence, trust and credibility of the J.D. Power brand in your marketing activities
 - These client-commissioned custom research services highlight an organization's performance in a particular aspect of a J.D. Power benchmarking study.
 - This may include J.D. Power Special Power Reports, Power Circle Ratings and Microsites.
- Proprietary, custom research services
 - This includes patient relationship studies, post-interaction patient experience tracking programs and more.

- Oversample Program
 - The oversample program provides clients with the opportunity to field our Satisfaction Study questionnaires to their customers in order to gain larger sample sizes and deeper insights into their customers and performance improvement opportunities.
 - Clients may append internal/operational metrics to the survey data file in order to more effectively link the survey results to business operations and desired business outcomes.
 - These surveys are deployed on an annual basis or are integrated into ongoing VOC tracking programs. J.D. Power provides services ranging from design and consulting through to execution.
- J.D. Power Certification Programs
 - J.D. Power conducts various certification programs across an organization's sales and service touchpoints (e.g., stores/branches, contact center, website, and mobile app). These assessments of an organization's service quality. Benchmarks are provided to demonstrate a firm's performance against top performers in other industries. Upon compliance, an organization is eligible to use the J.D. Power brand license.
 - These programs include Customer Service Certification, Claims Certification, Talent Certification, Mobile App Certification, and Website Certification.

ABOUT J.D. POWER

J.D. Power is a global leader in consumer insights, advisory services, and data and analytics to help clients measure and improve the key performance metrics that drive growth and profitability. J.D. Power's industry benchmarks, robust proprietary data, advanced analytics capabilities, and reputation for independence and integrity has established the company as one of the world's most well-known and trusted providers of consumer and market insights for more than a dozen industries. Established in 1968, J.D. Power is headquartered in Costa Mesa, California, and has 17 global locations serving North/South America, Asia Pacific, and Europe.