

2014 Customer Experience Insights

Malaysia Medical Insurance Customer Experience

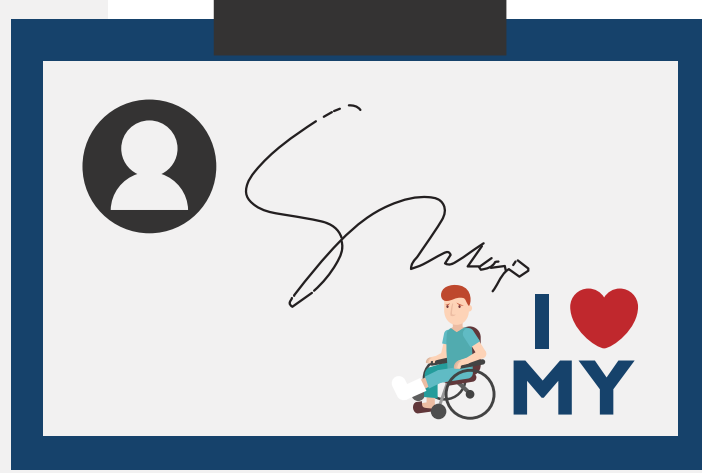
Customer Experience

79%

of Malaysian customers cited good customer experience as the **determining factor** in choosing a medical insurance provider

Only **8%**

of customers believe that they are always receiving **consistent good customer** experience across their insurer's channels.



80%

of Malaysian customers would **discontinue service** if they continue to experience poor customer experience with their medical insurance provider.



Interaction & Transactions

Sales Agent is the main channel for pre-purchase, purchase and post-purchase.

75%
Pre-purchase

73%
Purchase

77%
Post-purchase

32% of Malaysian customers believe that their medical insurer's **channels are well-integrated**

New Products & Services

80%

of Malaysian customers cited **not getting enough** products and service recommendations

Only 10%

of customers find that the recommended products and services to be **extremely relevant**

Loyalty & Rewards

63%

of customers consider themselves to be **loyal** to their medical insurance provider

53%

of Malaysian customers **feel unrewarded** for their loyalty and patronage

54%

of Malaysian customers would **recommend their medical insurance provider** to their friends and family members.

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