

2014 Customer Experience Insights

Singapore Medical Insurance Customer Experience

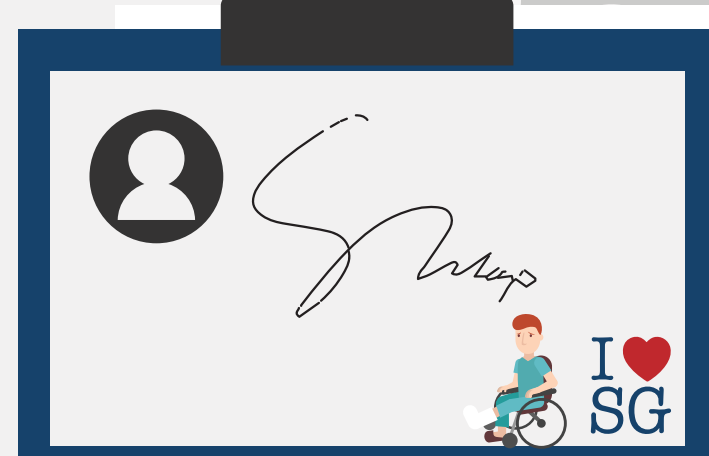
Customer Experience

78%

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

Only 7%

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



73%

of customers would **discontinue service** with their medical insurer due to customer experience issues



56%

of customers **do not believe** that their medical insurer lives up to its sales promises.

52%

of Singaporean customers **would not need to reconnect** with their medical insurer after making a purchase.

Policies & Subscription



Interaction & Transactions

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

71%
Pre-purchase

72%
Purchase

65%
Post-purchase

28%

of Singaporean customers believe that medical life insurer's channels are **well-integrated**

New Products & Services

88%

of customers **do not consistently getting recommended new products and services** from their medical insurer.

Only 6%

of customers believe that they are getting **extremely relevant products and services recommendations.**

Loyalty & Rewards

57%

of Singaporean medical insurance customers believe that they are **rewarded for their loyalty and patronage**

41%

of customers **would recommend** their medical insurer to their friends and family members.

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