

Media release

Customer satisfaction sky high at Vero

14 November 2006: Vero Insurance Limited (Vero) is known for its dedication to understanding and listening to their customers. And what better way to get closer to the customer than to measure their satisfaction through surveys.

The Vero Claims team conducts customer satisfaction surveys with customers quarterly to gain insight into the service they provide. They also use the results as a way to measure their success. Every month a representative sample of Vero customers are contacted to participate in these satisfaction surveys.

Head of Claims Services at Vero, Allison Prince said regular customer satisfaction surveys help to determine things such as the level of service being provided, the helpfulness of the person handling the claim at first contact, and time taken for claims to be settled.

"Vero wants to understand the views of customers, as well as determine their levels of satisfaction in regards to all aspects of the claims process," she said.

The most recent survey results refer to claims finalised between July and August 2006. The survey had a sample of nearly 500 clients.

94% of customers surveyed were either satisfied or very satisfied with the service they received from Vero in the handling of their claim.

96% of claimants stated that they would continue to use Vero based on the strength of the claims service they received and 93% of claimants stated they would recommend Vero.



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Even more impressive were the results that 97% of claimants were satisfied or very satisfied with the ease of lodging their claim with Vero, and 94% of claimants were satisfied or very satisfied with the service they received from the person handling their claim.

"The Vero Claims team has worked hard to achieve such excellent results. All survey findings are carefully reviewed so any improvements can be fed back into the business planning process. This is all part of our commitment to continuous improvement and our aim to exceed customer expectations," Ms Prince said.

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Editor's note

Vero Insurance Limited ("Vero") is a subsidiary of the Promina Group Limited, which is one of the top 50 companies listed on the Australian Stock Exchange. Vero, formerly Royal & Sun Alliance Insurance Australia Limited, has for many years been offering highly specialised solutions to its large range of customers.

Vero is one of Australia's largest intermediated general insurance companies and has 19 branches across Australia, providing a suite of quality specialised risk management products and services through brokers, corporate partners and risk managers.

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