

Policyholder Focus Group

Consumer Services Committee

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Policyholder Outreach and Engagement

Policyholder Focus Group

In alignment with our Customer Experience (CX) Strategy, Citizens implemented Quarterly Policyholder Focus Groups in July 2023.

Purpose

- Formally seek customer feedback ahead of designing and implementing solutions and/or processes.
- Develop a formalized routine around customer engagement efforts to gather important feedback.
- Provide an alternative method of gathering feedback in addition to the Voice of the Customer program.



Customer Experience - Understand and enhance the customer experience by soliciting feedback, gauging satisfaction, and optimizing service capabilities and touchpoints.

Policyholder Outreach and Engagement

2024 Policyholder Focus Group Topics

Q1 2024
Claim Process Journey

- Use intelligence to identify and prioritize action items to improve the customer experience, including status and communication opportunities, and identify potential process changes.

Q2 2024
Payment and Billing Options

- To gain insight from our policyholders on a variety of topics related to premium payment plans, payment methods, notifications, and related issues.

Q3 2024
Cancellation / Nonrenewal
Process

- To gather feedback from our policyholders regarding the existing structure of our Cancellation and Non-renewal notices.
- The insights obtained will help us pinpoint and prioritize actions to enhance the customer experience, explore possible process modifications

Questions?