



Voice of the Customer (VoC) Program Update

Consumer Services Committee
April 5, 2018

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Purpose/Goal

Solicit value-add feedback from policyholders to gauge operational performance, improve business processes, and build a more customer-centric culture across the organization.

Corporate Goal 3: To operate a streamlined, scalable and customer-focused organization

Strategy

- Voluntary participation
- Surveys conducted by dedicated VoC¹ team
- Customer Care: Conclusion of the call
 - Claims: Outbound call - Claim closed the prior month

4 Question Categories:

- The Customer's Experience
- Citizens Representative/Adjuster
- Citizens Overall
- Verbatim Responses
 - Optional for all responses; requested for low rated responses (1 or 2)
 - Optional "Additional Feedback" at the end of the survey

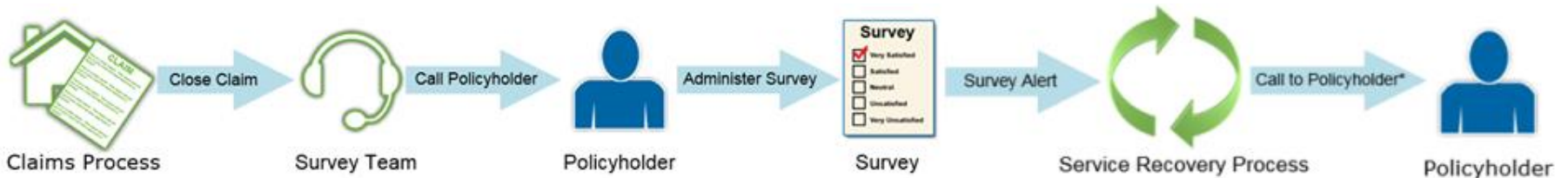
Customer Care Center –

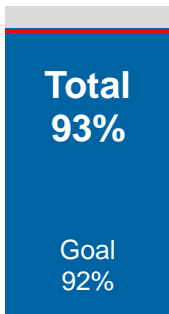
Incoming calls transferred to live **VoC¹** Representative from policyholder queues



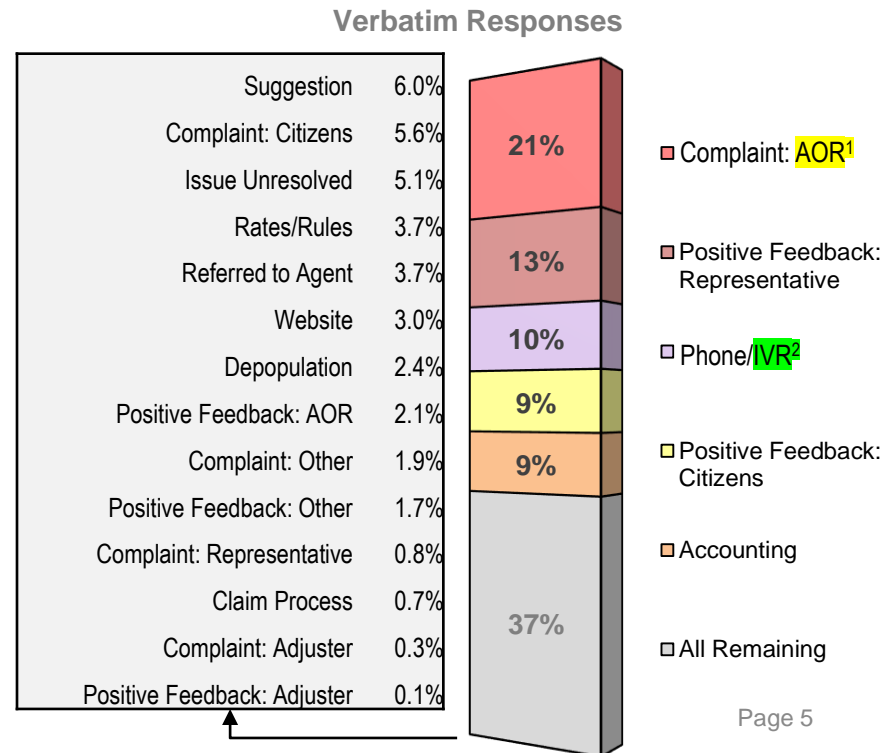
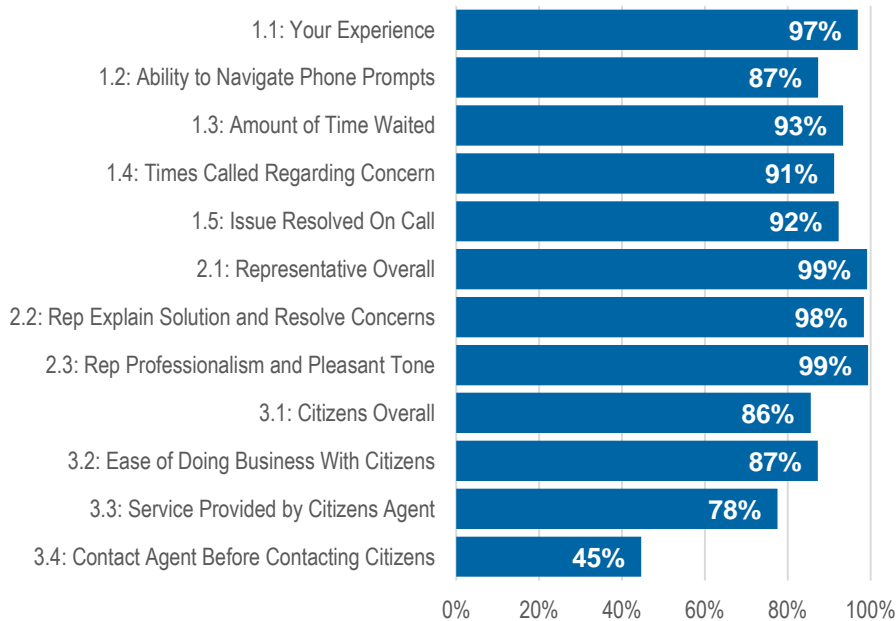
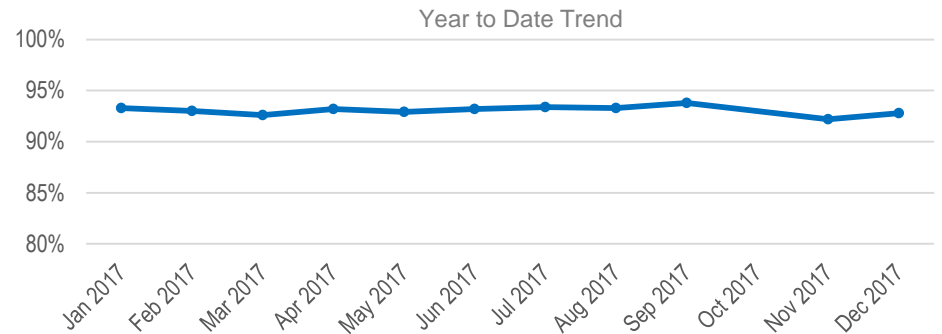
Claims –

Outgoing calls to policyholders with a closed claim & indemnity payment



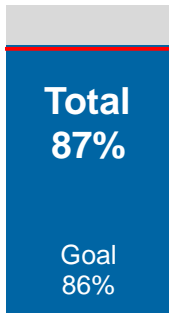


Surveys	10,336
Resp. Rate	14.1%
Section 1	92%
Section 2	99%
Section 3	83%

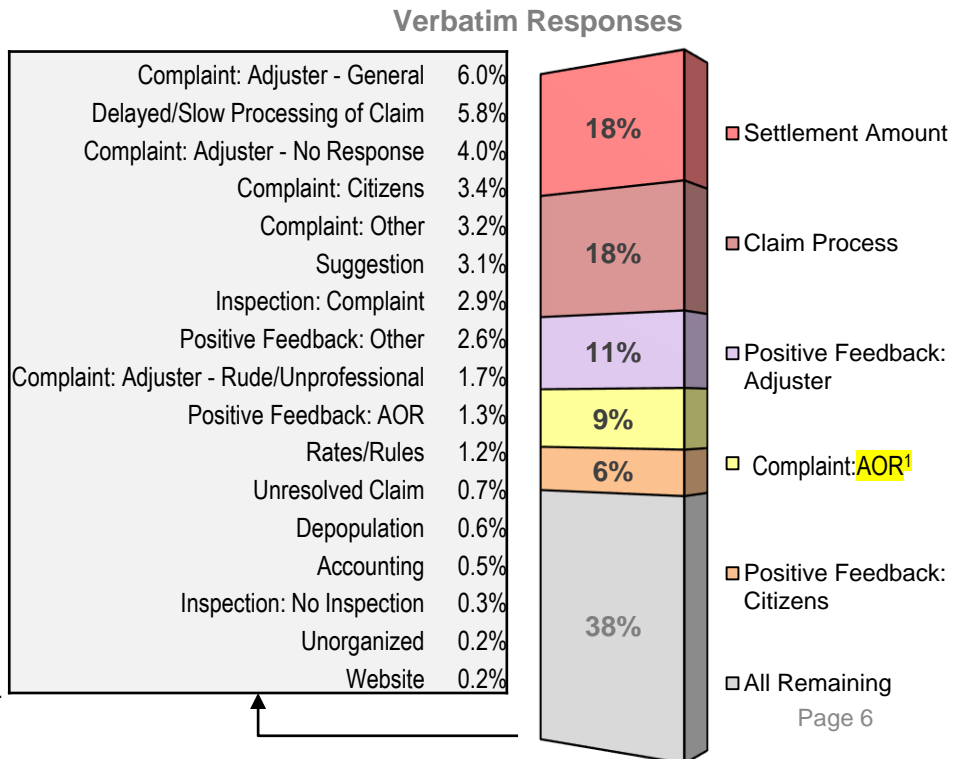
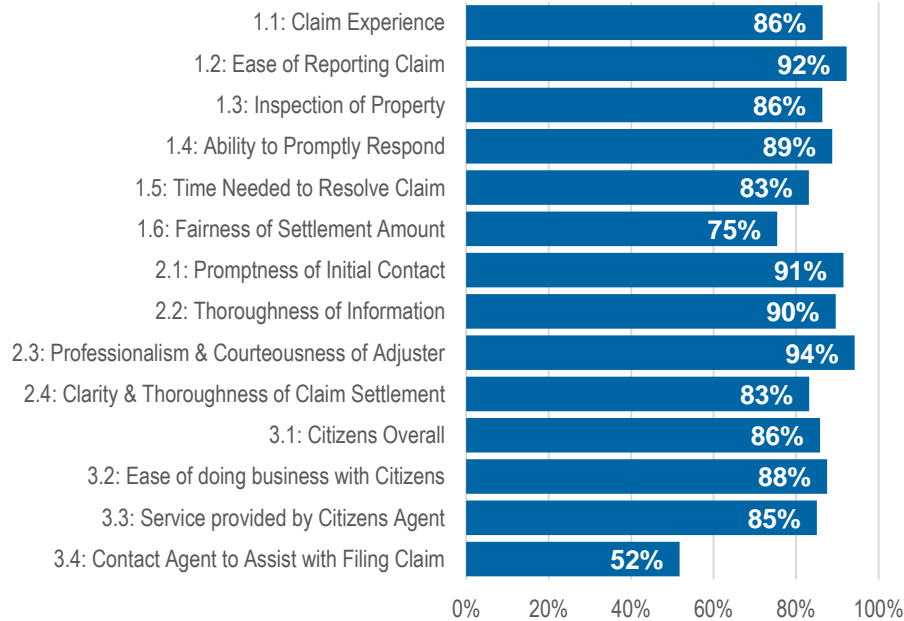
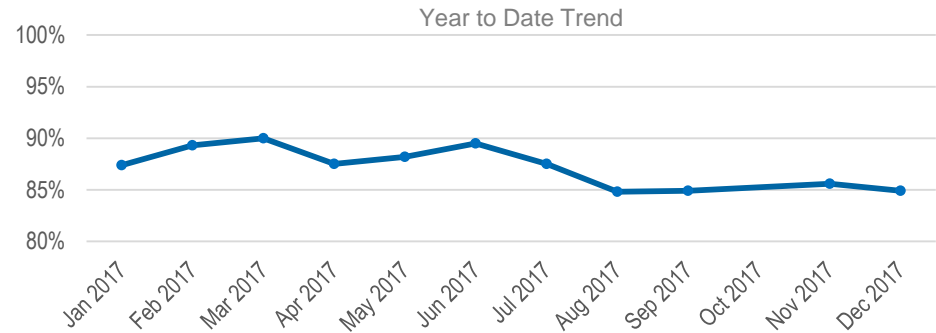


*VoC efforts were placed on-hold mid-September through end of October to assist with Claims response.

¹AOR: Agent of Record | ²IVR: Interactive Voice Response



Surveys **2,578**
 Resp. Rate **35.6%**
 Section 1 **85%**
 Section 2 **90%**
 Section 3 **86%**



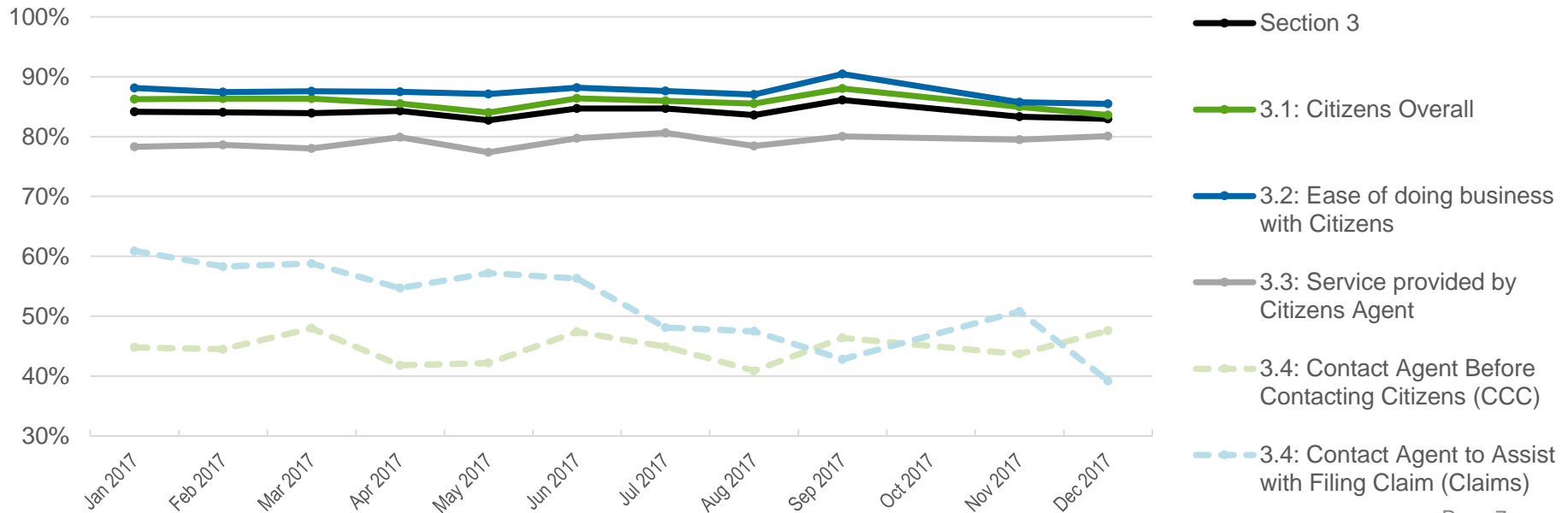
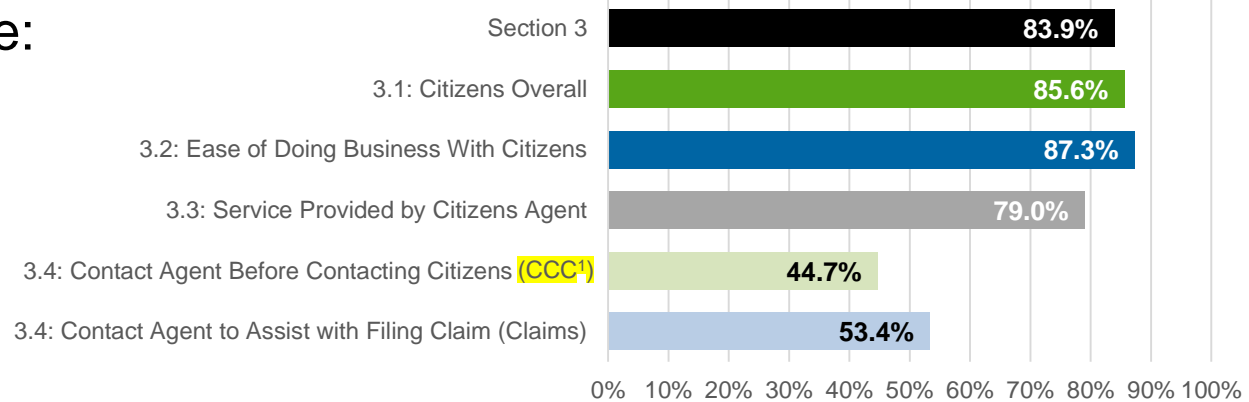
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¹AOR: Agent of Record

Section 3 Combined Score:

84.0%

Combined Scores

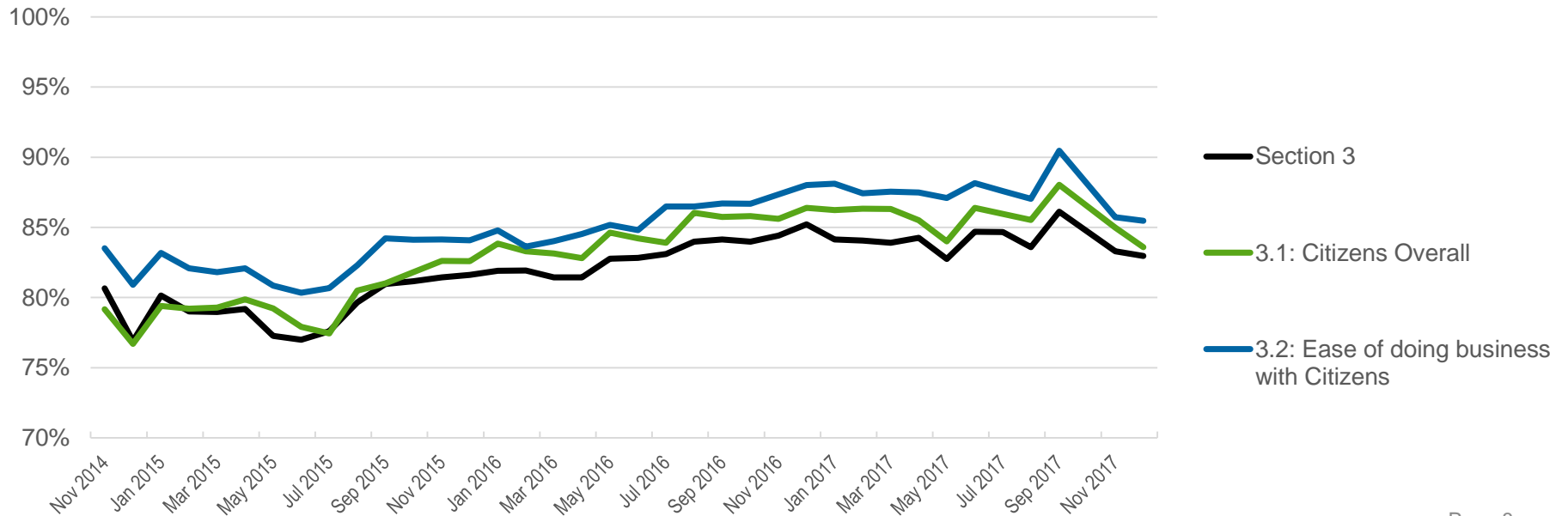




Voice of the Customer

Citizens Satisfaction (Program to Date)

	Section 3	Citizens Overall	Ease of Doing Business
2015	79.3%	79.9%	82.3%
2016	83.1%	84.7%	85.8%
2017	84.0%	85.6%	87.3%



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Service Recovery is the process through which the VoC transforms a service opportunity into an improved experience.



- Survey questions with “dissatisfaction” ratings prompt a Service Recovery alert.
- Service Recovery alerts are reviewed for opportunities to mitigate an undesirable customer experience.
- Approximately 18% of Service Recovery alerts result in an actionable opportunity to turn the experience around for the customer.

Utilizing Verbatim Responses

- Categorized into Focus Areas
 - Identified by high volume
- Correlated with Strategic Goals and Objectives
- Support of Enterprise Projects and Initiatives
- Propose recommendations and enhancements

2018 Focus:

- Department Action Plans
- Self-Service Initiatives
- Agency Education and Support
- Senior Leadership Team Initiative