At Your Service

Issue 6, February 2012



Seeing our service through the eyes of our customers...

IBA Service Awards 2012

Our focused approach in addressing key areas for improvement is working. But the gap from GOOD to BEST has increased so there is still lots to do in 2012!

At the IBA Service Excellence Awards, Zurich Life was awarded second place for overall service. While coming second is an achievement, I am disappointed that our Broker partners no longer see us as the best service provider.

That's why it is absolutely vital that each and every one of us focuses on *seeing our service through the eyes of our customers* and we continue to raise our service levels to ensure we deliver the very best service.

Based on the survey feedback from last year, we focused on key areas that were important to Brokers and we have seen our scores improve in some areas such as

- flexibility of underwriters,
- quality and availability of technical support,
- complaint handling capabilities, to name a few.

As you know, one of the areas we focused on in 2011 was technology – and particularly the launch of the new Mobile facility. It is rewarding to see this work being acknowledged with a 1st for our website and a 1st for our web tools; and we will have more web developments coming very shortly.

Proof that if we focus on an area, we have the people, the skills, the ideas to deliver a market leading proposition!

It is very evident that our competitors have significantly raised their game. The clear message from the survey is that we must do more to support and deliver the very best service in this challenging and competitive market. We in the life business have a great platform on which to further build our service excellence - ***iServe*** is a key cornerstone of our service delivery.

For 2012 … let's focus on seeing our service through the eyes of our customers, make doing business with us even easier for Brokers and
BE THE BEST!



Anthony

The 2011 IBA Survey results at a glance

1. Irish Life
2. **Zurich Life**
3. New Ireland
4. Caledonian Life
5. Standard Life
6. Aviva
7. Friends First
8. Canada Life

How did we compare to last year?

Of the 44 categories that we are judged on, we **improved** our rankings in 7 categories and **remained unchanged** in 28 categories.

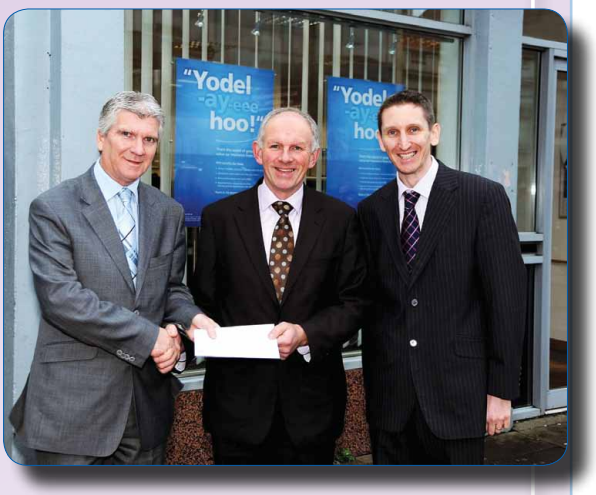
However, we did **fall** in 9 categories and overall, our **score for this year fell** from 63.04% to 62.68%.



Announcing the 5★Prize Winner

Back in October we launched our 5★Prizes for 5★Service Awards. To date we have had an excellent response. It is uplifting and motivating to hear how going the extra mile really makes the difference to a Broker. It is incredible to see the important contribution that is made by staff in all areas of Zurich Life to deliver our service on a day-to-day basis.

This month our winners are: **Stuart Finn** (Cork Sales Support) who was nominated by **Finbarr O'Sullivan** from Finbarr O'Sullivan Life & Pensions.



Outlined below is the story which we received from Finbarr. This story shows us how Stuart went out of his way to ensure that **together we succeed where others fail!**

"*Thursday night I received a call at 10.45 pm on my mobile. It was a friend and client of many years, apologetic but worried. His nephew's mortgage was due to be withdrawn by the bank on the following Monday due to an error involving dates on the mortgage protection policy. The policy had been arranged by the bank's own life assurance company and despite a flurry of international calls to a service centre the problem was unresolved and a hard won mortgage approval due to be lost.*

Through phone calls and emails, combined with Zurich Life's online application system, Stuart Finn monitored the progress by the hour and saw an acceptance before lunch. Stuart took the original proposal form from the clients and assured them he would be personally looking after it.

That Friday evening, Stuart phoned after business hours confirming that the policy was on the system ready for printing in my office ***and*** *at a better price than the bank could offer. The mortgage was drawn down on Monday morning with a very happy young couple and their relatives delighted with the outcome.*

So thanks Stuart, thanks Zurich, together we succeed where others fail!"

Finbarr O'Sullivan
Finbarr O'Sullivan Life & Pensions



Congratulations to Zurich Life General Insurance for winning the overall General Insurance Service Award and sweeping the board taking top position in six categories! Well done!

Answering Colleagues' Phones

By now you will all have received a post-it with
'I heard your phone ringing and here is your message…'

When a colleague's phone rings, and they are not available to answer, please make sure you answer the call for them. It's a matter of common courtesy, but one that can also make a real difference to the customer service we provide.



Don't let messages go unanswered…

By default, an unanswered phone goes into voicemail after four rings. Where you cannot answer your phone before the call goes into voicemail – it is your responsibility to:

- listen regularly to your voicemails;
- respond promptly to missed calls;
- maintain an up-to-date personalised voicemail message on your phone.



What's the Big Idea? Competition Winner Announced...

Over the past few months we have compiled **your** ideas to improve/develop how we do our business.

Thanks to everyone for your input. We had a brilliant response rate! However, one stand out winner was **Stephen McCarthy** from Actuarial Corporate.

Stephen came up with a great idea for a Smartphone App that could become a one stop shop for Zurich Life and General customers. However, not only did he come up with the idea, but he also described in detail how the idea could be developed, implemented and marketed. It was going this extra mile that really appealed to the judges and why Stephen was a clear winner of the iPad.

Congratulations Stephen!

iServe Charter

'i' is for me, for you and for everyone in the team. **'i'** is the reminder that it is we who make the difference in the delivery of world-class service.

ZURICH®

1. I treat customers fairly and as individuals.
2. I am dedicated to making life easy for customers.
3. I communicate clearly and professionally with customers.
4. I keep customers appropriately informed.
5. I listen to customers and act appropriately.
6. I take responsibility and deliver on my promises.
7. I do my best to offer quality solutions and deliver service excellence every day.
8. I passionately do the best that I can.
9. I am part of the Zurich Life team that provides world-class service.
10. I recognise that I play an important role in delivering service excellence every day.



ZURICH LIFE
DELIVERING QUALITY SERVICE