



# CUSTOMER TELEPHONE SURVEY



**Underway April - June**

Some of your customers may receive a phone call on behalf of Zurich, inviting them to take part in a customer experience survey.

The purpose of the survey is to better understand if and why our customers would recommend Zurich to friends & family. We use customer research like this in developing insights and creating propositions.

The telephone survey is being done globally across the Zurich Group. The research team is based in Germany so the call will be coming from an international phone number. This may raise suspicion among some customers but please rest assured – the call is genuine.

If you receive any queries relating to the survey, please let us know.

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