



# Insight Portal

*Feature Guide:*

*Polling Data*





# Polling Data

## INTRODUCTION

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Every six months we poll a representative sample of 10,000 financial services customers through our polling partner Opinium.

If a provider meets our sample size threshold (41), we add their data on the following metrics to the Insight Portal:

- Customer satisfaction
- Customer trust
- Customer claims satisfaction (for insurance)
- Net Promoter Score (NPS)
- Customer perceptions of value for money
- Customer perceptions of a provider's digital capability
- Customer loyalty (likelihood to switch in the next 12 months)

For banking sectors we also include metrics from customer opinions on:

- Communication clarity
- Communication ease of understanding
- Communication tailoring
- Communication informing decisions

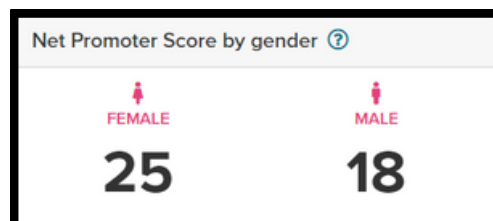
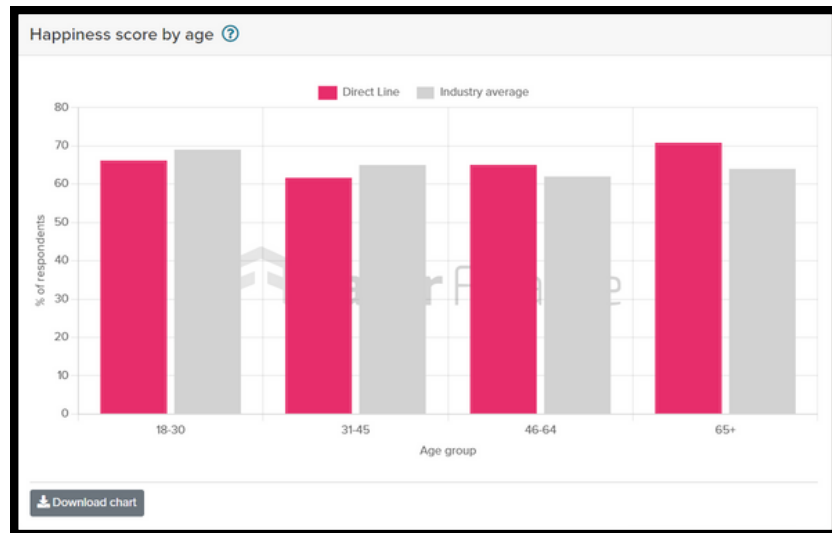


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## DEMOGRAPHICS

The portal lets you see the demographic breakdown for the responses to each of our polling questions, according to:

- Gender
- Age
- Region





# Polling Data

## REASONS FOR SATISFACTION

You can also get polling data on why customers are satisfied with you and why they picked you. You can compare your results with your competitors and the market average.

Why are you satisfied with your provider?

Well below average Below average Average Above average Well above average

RESPONSE	% OF RESPONDENTS (RESPONDENTS CAN CHOOSE MULTIPLE OPTIONS)	
	MARKET AVERAGE	Direct Line
	VALUE	VALUE
It had a good level of cover.	47%	54%
They have good customer service.	41%	53%
Relatively, it's low cost.	55%	52%
They have a good reputation.	30%	47%
It is easy to manage my policy.	41%	42%
They are one of the largest providers in the market.	12%	24%
It was easy to manage my claim.	14%	15%
They did not charge me to update my policy.	11%	13%
I have heard good stories about my provider in the news/social media.	9%	6%
I consider them to be a "green" company (e.g. they protect the environment, do not support fossil fuels, have committed to be or are carbon neutral).	8%	4%
Other	2%	1%

Why did you pick your provider?

Well below average Below average Average Above average Well above average

RESPONSE	% OF RESPONDENTS (RESPONDENTS CAN CHOOSE MULTIPLE OPTIONS)	
	MARKET AVERAGE	Direct Line
	VALUE	VALUE
I was an existing customer, and I renewed my product.	28%	43%
The Brand's reputation	20%	36%
The product was cheaper than others in the market.	34%	32%
I use this provider for other products.	12%	17%
It was cheapest on a comparison site.	33%	11%
It was recommended by a friend.	9%	10%
My family/parents use this provider.	8%	8%
I like their adverts/image.	7%	7%
I heard good stories about them in the news/social media.	7%	7%
They were recommended by a comparison site.	19%	7%
It was recommended by a rating service (e.g. Which?).	7%	5%
There was a sign-up incentive (e.g. voucher, loyalty points, toy etc).	8%	3%
I consider them to be a "green" company (e.g. they protect the environment, do not support fossil fuels, have committed to be or are carbon neutral )	8%	3%
Other	4%	3%



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## TRY IT OUT

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To explore our data and understand your customers go to:

<https://insight.fairerfinance.com/>