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RAA leads general insurance satisfaction

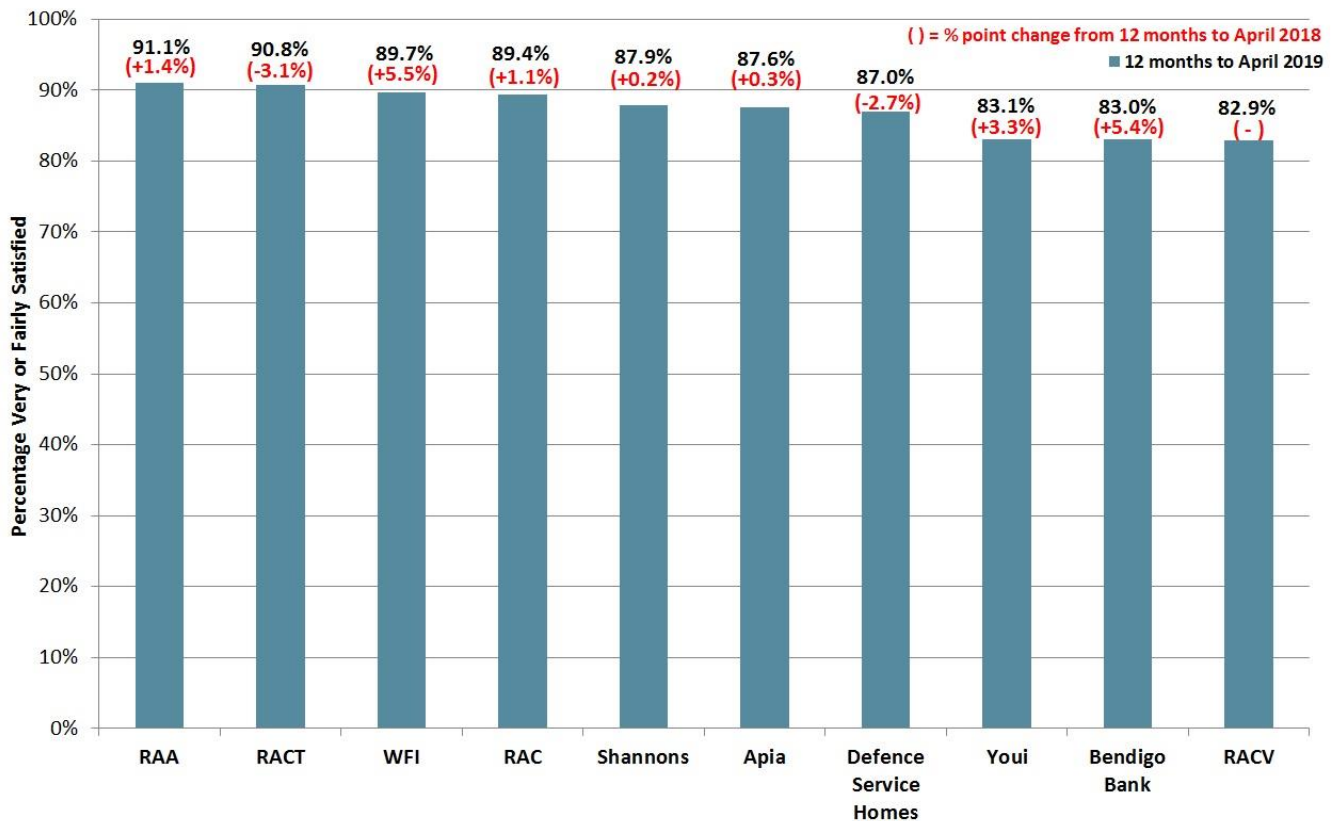
The latest [Roy Morgan General Insurance Satisfaction report](#) reveals RAA with 91.1% has the highest satisfaction level within the general insurance industry.

These latest results are based on in-depth interviews conducted face-to-face with over 50,000 consumers per annum in their homes including over 39,000 with general insurance.

In April 2019, 78.7% of Australians are satisfied with their general insurer, down 0.1% from the same time last year at 78.8%.

The ten brands shown below in the chart exceed the average for customer satisfaction and rank as high as some of the top industries measured in Roy Morgan's monthly Customer Satisfaction Awards.

General Insurance Satisfaction - Top 10 Performers



Source: Roy Morgan Single Source (Australia). May 2017 - 2018, n = 39,979; May 2018 - April 2019 n = 39,406.
Base: Australians 14+ who held General Insurance Policies.

RAA leads for general insurance satisfaction at 91.1%, followed by RACT (90.8%), WFI (89.7%), RAC (89.4%) and Shannons (87.9%), all well above the industry average of 78.7%.

Norman Morris, Industry Communications Director, Roy Morgan, says:

“RAA has the highest satisfaction for general insurance customers for the second consecutive month, ahead of RACT, the reigning winners of the Roy Morgan Customer Satisfaction Award for the last four consecutive years. This market has intense competition across more than thirty major players, making it important to be a leader in customer satisfaction.”

“The [General Insurance Customer Satisfaction Report](#) provides an independent and reliable measure of customer satisfaction for General Insurance where it is placed in context with other industries across Australia.

“The report includes the latest 12 month ratings and trends in General Insurance satisfaction (overall and by brand), followed by detailed analysis by customer and market segments as well as dissatisfaction levels (danger zones).

“Satisfaction is analysed in detail by customer and market segments (latest ratings and trended) overall and by brand. Customer satisfaction is one of the strongest non-financial performance research measures available to companies. This report allows companies to compare performance against their peers and benchmark against the best in their industry.

“By segmenting satisfaction by customer and market segments they will also be able to pinpoint areas of excellence, and areas for improvement.”

The Roy Morgan Customer Satisfaction Awards highlight the winners but this is only the tip of the iceberg. Roy Morgan tracks customer satisfaction, engagement, loyalty, advocacy and NPS across a wide range of industries and brands. This data can be analysed by month for your brand and importantly your competitive set. To find out more ask Roy Morgan.

Need to know what is driving your customer satisfaction?

Check out the new Roy Morgan Customer Satisfaction Dashboard at <http://www.roymorganonlinestore.com/Awards.aspx>

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About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 70 years' experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

