

Tailored to Meet Customer Needs Across Segments

Our customers are at the centre of all our strategies, and we craft appropriate solutions to address their evolving aspirations. We, at FGII, have a state-of-the-art NPS (Net Promoter Score) system as our customer feedback mechanism. Our insights methodology is real-time, actionable and we engage at touch points of Purchase, Motor Claims, Health Claims, Customer Service and Operations.

Customer feedback is not just captured but acted upon through operational and a structural close loop. In case a customer is a detractor and rates us poorly in the feedback, our 200+ Cloopers – close the loop with the customer within 48 hours and help resolve the customers' concerns. During the year, we closed the loop with 80% of the customers within 48 hours.

Our high NPS and improvement in the performance year-on-year demonstrated our dedication and sincerity towards customer experience. Our NPS in FY 2020-21 was 59.7 with 73.5% of our customers as promoters. (who rated us 9 or 10 on the likelihood to recommend).

The improvement in scores has been phenomenal over the years, with the NPS starting at 24 in 2016.

During the Structural Close Loop, we work with the touchpoint owners and champions for all identified touchpoints. We have implemented 47+ Structural Improvements and 45 Quick Win projects with the help of the NPS system since the programme's inception.

We also ensure that customer centricity is embedded in our culture through various initiatives.

Initiatives focussing on customer centricity

NPS as KRA for every employee

Customer Experience Calling by support function employees

Recognising employees through the RNR programme for customer experience

Training all employees on identified Life-time partner behaviours

Branch CX huddles to discuss the use of customer feedback

Amplification of feedback by making it accessible to each employee

73.5% of our customers are promoters (who rated us 9 or 10 on the likelihood to recommend)

Our focus on improving customer experience continues, and we have decided to adopt advanced ways to capture customer insights, such as video-feedback and digital-insights. We have made steady progress with our projects that drive our Life-time Partner Hallmarks and are set to establish best-in-class benchmarks and exceptional customer service. Needless to say, our continuous focus is to deliver We are simplifying our communication across all mediums, especially the customer-documents and are increasing the use of various digital tools to reach out to our customers.

3.7%
Decline in Complaints Per Policy

59.7
NPS score

47
Structural Improvement Projects implemented