

UK Insurers Monitor: East Midlands

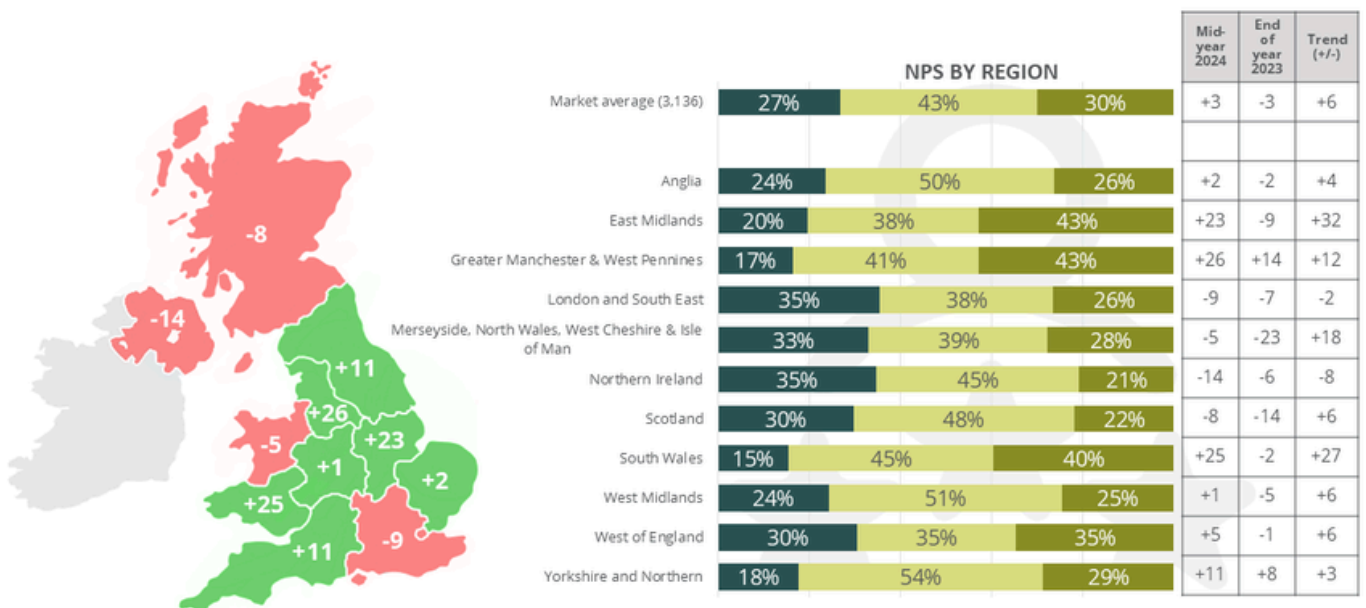
Market Context

The service provided by the whole of the UK insurance market, as measured by NPS, **improves six points** since the end of 2023 and, for the first time, is above zero.

This improvement continues the trend of improved service since the first measure in 2022. However, despite headline improvement, **service remains very inconsistent**: half of providers now have an NPS above zero, half are below.

Service performance varies across the country. At the end of 2023, there was a spread of only nine points across the broad UK regions; this is now up to 30 points at the mid-year point. In addition, proximity (i.e. physical distance of a broker to an insurer office) is important. Overall, **the closer the broker is to an insurer's office, the higher their NPS.** Carriers further away from their brokers, therefore, need to work harder for the same score, as service delivery is perceived better if it is delivered locally.

Regional breakdown: NPS scores



Stars in insurance: East Midlands

- **Astrid Grimes, Momentum Broker Solutions (Leicester):** "They are excellent at their jobs and very proactive in assisting with insurer relationships and relationships with AR's."

Insurers in the East Midlands going above and beyond:

- "Charity client: they had to administer a particular drug to clients who had overdosed. They came back to us 100% into the policy, and we'll cover it. The client was over the moon."
- "A risk we couldn't place anywhere else, and they wrote it for us."
- "Handled a renewal that had a claim very well."

