

# UK Insurers Monitor: Greater Manchester & West Pennines

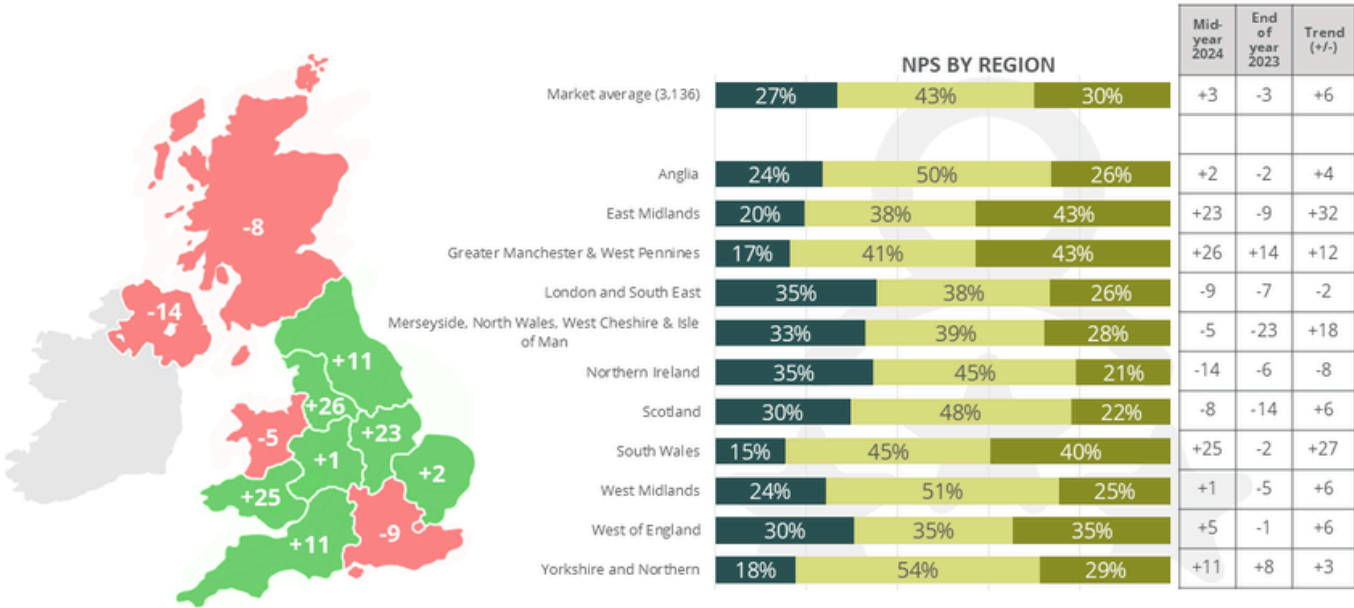
## Market Context

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: Greater Manchester & West Pennines

- **Commercial Team, Arch (Manchester):** "Fantastic service, really friendly and approachable, always willing to help out, easy to communicate."
- **India Hurst, Aviva (Manchester):** "Most staff have a real desire to help and assist. We have dealt with this office for years. Recently some of their senior underwriters have retired but they have apprentice underwriters, like India, who seem willing and able to fit into their shoes. Hopefully they will develop further to help us flourish."
- **Dena Crompton, AXA (Manchester):** "Despite the challenges we have with contacting AXA underwriters, Dena always picks up the phone and looks to offer a solution to our queries."
- **PI Team, Tokio Marine HCC (Manchester):** "Excellent service and each member is fantastic to deal with."

