

UK Insurers Monitor: Merseyside, North Wales, West Cheshire & Isle of Man

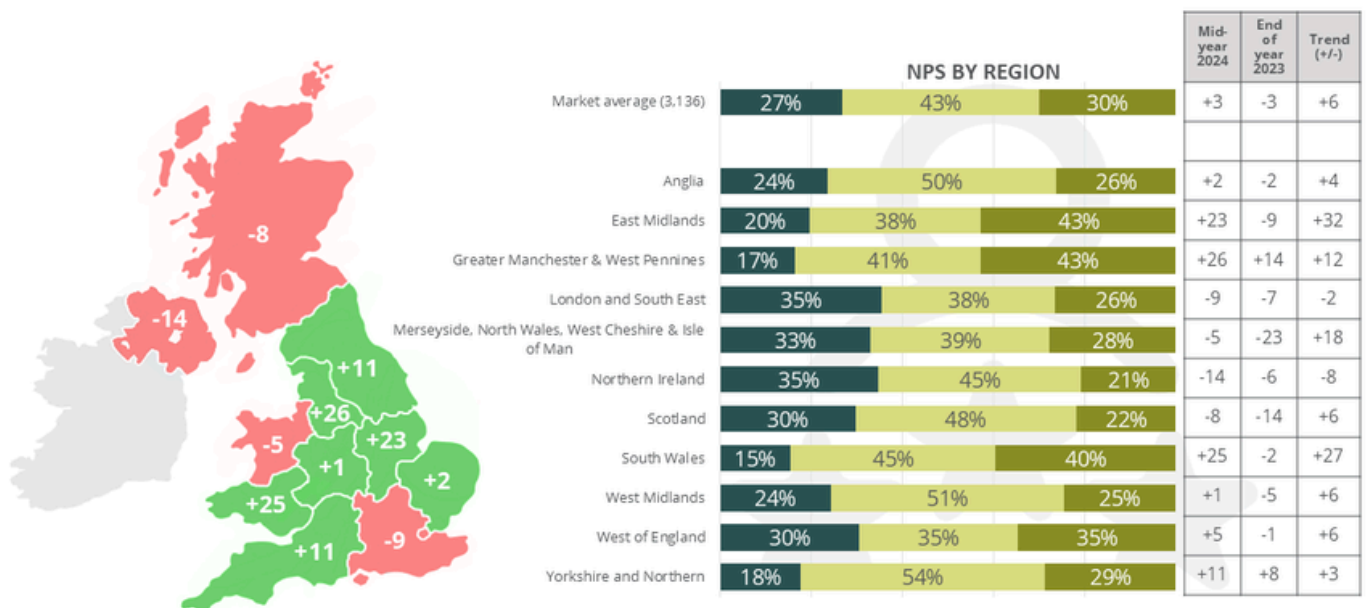
Market Context

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



Insurers in Merseyside, North Wales, West Cheshire & Isle of Man going above and beyond:

- "Fleet policy holding a family fun day and wanted to be able to use a vehicle as a demonstration vehicle where kids could go inside. It was not normal business, but they covered it."
- "They wrote a difficult PI risk for us and their underwriter was very helpful."
- "Call back within 24 hours and ownership of the issue."
- "A renewal that we dealt with. When we got the terms from the old insurer, it was a 60% increase. We went to this insurer and they came back with half the price."

