

UK Insurers Monitor: West Midlands

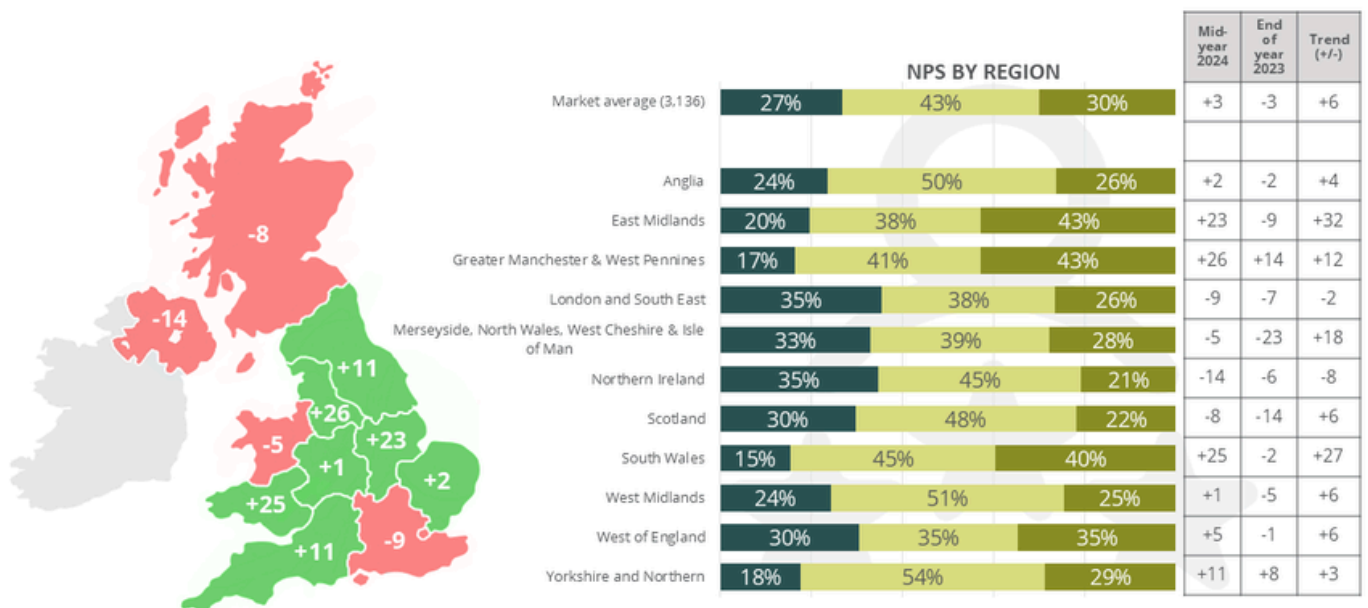
Market Context

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: West Midlands

- **Combined Commercial, Arch (Birmingham):** "Efficient and proactive."
- **Gary Walker, Markel (Birmingham):** "Superb underwriting knowledge & willingness to try & help and/or explain why they can't."
- **Christian Kettle, QBE (Stafford):** "Customer focus."
- **Andy Jones, RSA (Staffordshire):** "Assistance to reach required answer."
- **Claire Whittaker, RSA (Birmingham):** "Prompt, clear and open communications. Flexible and professional."
- **Property Team, Zurich (Birmingham):** "Real desire to find a solution for the client who was in a distressed position."

