

# UK Insurers Monitor: Yorkshire and Northern

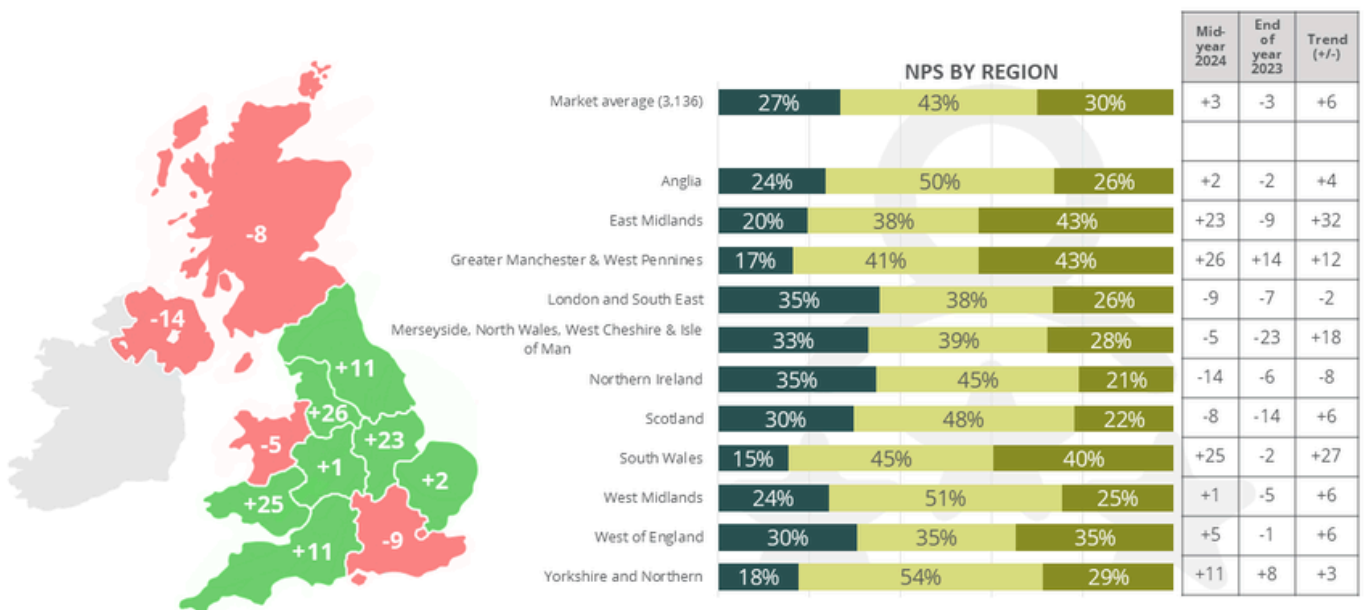
## Market Context

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: Yorkshire and Northern

- **Joanne Lamont, AGRi Insurance (Darlington):** "Can do attitude. Doesn't hide behind emails, willing to trade and not afraid to make difficult decisions."
- **Suzanne Mathers, Arch (Leeds):** "Exceptional trader and exceptional service."
- **Mark Armstrong, Aviva (Newcastle):** "Highly service-oriented, very knowledgeable, understands client needs and the pressure we're under, and he is flexible."
- **Liabilities Team, Aviva (Newcastle):** "The service they offer is better than other insurers. They are very flexible and they work with us."
- **Peter Locker, Chubb (Newcastle):** "Flexible and responds quickly."
- **Financial Lines Team, Chubb (Leeds):** "Nice people who have real authority to make decisions."

