

Frequent Asked Questions (FAQ) on Insurance's Customer Satisfaction Index Survey Conducted by Nielsen Malaysia

Date: 18 June 2018

1. What is this Insurance Customer Satisfaction Index Survey?

It is a joint effort of the insurance industry (Life, General & Takaful) working with Bank Negara Malaysia (BNM) to improve overall customer service delivery of the industry based on your experiences as well as to solicit ideas and suggestions from you as a consumer on ways that the industry can serve you better.

2. How will this survey be conducted?

This survey will be conducted through a 15 minutes phone interview from 28 May 2018 to 7 September 2018.

3. Who will be conducting this Survey?

The three industry associations representing insurance companies and takaful operators; namely Persatuan Insurans Am Malaysia (PIAM), Life Insurance Association of Malaysia (LIAM), and Malaysian Takaful Association (MTA) have jointly appointed The Nielsen Company (M) Sdn. Bhd. ("Nielsen") to conduct this survey.

Nielsen is a global and reputable international market research firm, which specializes in consumer research.

4. Why am I selected to participate in the survey?

In Pacific Insurance, we highly believe in the principle of "Speed, Service and Tender Loving Care". You have been selected as we feel you can assist Pacific Insurance and the industry to improve its overall customer service and delivery. Your valuable opinion on the quality of our customer service is important to us.

5. How did I know that this survey is legitimate?

You can access our company website at www.pacificinsurance.com.my for further information.

6. How did Nielsen get my name and phone number?

Your name and phone number were provided by us to Nielsen to enable them to conduct this survey.

7. Why are you sharing my contact details with Nielsen?

Your contact details were shared because Nielsen has been engaged by Persatuan Insurans Am Malaysia (PIAM) and Bank Negara Malaysia (BNM) to conduct an industry-level Customer Satisfaction Index survey.

8. I indicated in my insurance form that I do not want to receive any marketing calls but why am I still receiving this call?

The call from Nielsen is not for marketing or promotional activities by Pacific Insurance, or any of its appointed representatives. Nevertheless, your participation is strictly on a voluntarily basis, but we do appreciate if you can spend a few minutes with Nielsen on how we can serve you better. Your input and suggestions will be valuable for us and the industry.

9. Is my profile and information given treated as private and confidential?

Your profile and information given will be treated strictly as Private and Confidential. Pacific Insurance and the insurance industry is bound by the Personal Data Protection Act 2010 of Malaysia. The use of personal data is specified in our Company's Privacy Notice, which can be viewed from our website.

In addition, insurance companies are bound by the Code of Practice o Personal Data Protection for the Insurance and Takaful Industry in Malaysia which has been registered by the Personal Data Protection Commissioner, Malaysia under Section 23 (3) of the Personal Data Protection Act 2010.

Your privacy is of utmost important to us. We are committed to ensure all our customer's data are securely stored and treated as confidential.

10. What is next after they call me? And with the survey results?

Once you have given your feedback, you will not be called again unless verification is needed by Nielsen.

The results of this survey is expected to be published via mainstream newspapers and our website.

11. Who can I speak to in Pacific Insurance if I have questions?

You can call our customer service number at 1-800-881629.