

Frequently Asked Questions on Customer Satisfaction Survey (CSS) 2024/25 Conducted by NielsenIQ Malaysia

Date: 23 December 2024

1. What is the Customer Satisfaction Survey (CSS) 2024/25?

The CSS is a biennial joint effort of the insurance industry (Life, General & Takaful) working under the purview of 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 insurance industry can serve you better.

2. How will this survey be conducted?

This survey will be conducted through a 15–20 minutes phone interview from December 2024 to March 2025. Should there be any extension in the survey period, you shall be notified accordingly.

3. Who will be conducting this survey?

BNM alongside 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 NielsenIQ (Malaysia) Sdn. Bhd. (“NielsenIQ”) to conduct this survey. NielsenIQ is a global and reputable international market research firm, which specializes in consumer research.

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

At Pacific Insurance, we believe firmly in our motto of “Speed, Service, and Tender Loving Care.” You have been selected to 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 NielsenIQ get my name and phone number?

Your name and phone number were provided by Pacific Insurance to enable NielsenIQ to conduct this survey.

6. Why are you sharing my contact details with NielsenIQ?

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

7. 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 NielsenIQ 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, though we would greatly appreciate if you can spend a few minutes with NielsenIQ on how we can serve you better. Your input and suggestions will be valuable for us and the industry.

8. Is my information being treated as private and confidential?

Your information including contact details given will be treated strictly as Private and Confidential. NielsenIQ has entered into a Mutual Confidentiality and Non-Disclosure Agreement with Pacific Insurance to ensure your information are protected and that they are solely used for the purposes of the survey.

Moreover, 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 on Personal Data Protection for the Insurance and Takaful Industries in Malaysia which has been registered by the Personal Data Protection Commissioner, Malaysia under Section 23 (3) of the Personal Data Protection Act 2010.

Ultimately, 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.

9. 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 NielsenIQ. The results will be analyzed to assess industry performance and identify areas for improvement. Insights will be shared with Pacific Insurance to help us enhance our customer service and your overall customer experience. The results of this survey are expected to be published by PIAM through selected media channels.

10. Where can I refer to or who can I speak with from Pacific Insurance should I wish to confirm the legitimacy of the survey or pose any questions?

You may visit our website at www.pacificinsurance.com.my or speak with our customer service representative at 1800 88 1629.

To ensure you are participating in the official survey, remember that NielsenIQ Malaysia representatives will never request personal information such as your identification card (IC) number or bank account details. If you receive such requests, please be cautious and report them to the relevant authorities.