

ANNOUNCEMENT:

As part of the effort by Bank Negara Malaysia (BNM) to ensure all Insurance & Takaful industry players continue to deliver their commitment and service delivery as stated in their customers' service charters, both Bank Negara Malaysia (BNM) and The Insurance and Takaful Industry (LIAM, MTA and PIAM) has appointed NielsenIQ Malaysia to conduct a customer satisfaction survey.

This survey is an important step towards ensuring the industry meets the customer service standards outlined in the Customer Service Charter (CSC) and to drive improvement on the delivery of overall customer experience by all Insurance and Takaful industry players.

The survey will take place from May to August 2023, which customer may be approached by NielsenIQ Malaysia researchers either through phone calls, emails, or online survey. Your participation would be greatly appreciated to help the Insurance and Takaful industry in Malaysia to improve its customer service levels and to provide an exceptional customer experience. We thank you in advance for your support and cooperation.

Thank you for your attention to this matter.

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Customer Satisfaction Survey (CSS) 2022 Towards Insurance & Takaful Operators (ITOs)

Frequently Asked Questions (FAQ)

1. What is the purpose of the Customer Satisfaction Survey 2022?

In line with Bank Negara Malaysia's initiatives, the Customer Satisfaction Survey (CSS) 2022 has been designed to assess Insurance and Takaful industry performance against customer expectation and to improve the quality and transparency of services to insurance and takaful consumers.

The results of the survey will help Insurance & Takaful Operators (ITOs) in Malaysia to deliver a consistent high standard of customer service according to minimum industry standards with a long-term view to empower consumers.

2. What can customers expect from this survey?

Customers can expect to receive an invitation to participate in the survey, either through phone calls, emails, or online survey. The survey should take only a few minutes to complete and will ask for customer experience feedback on the service provided by the Insurance and Takaful operators.

3. Who is conducting the survey?

The Customer Satisfaction Survey 2022 is being conducted by NielsenIQ (Malaysia) Sdn Bhd, an independent market research agency. NielsenIQ has been appointed on behalf of the Malaysian Takaful Association (MTA), Life Insurance Association of Malaysia (LIAM), and Persatuan Insurans Am Malaysia (PIAM), which represent the Insurance and Takaful industry in Malaysia.

For more information about NielsenIQ, please visit their website at niq.com. By working with NielsenIQ, the insurance and Takaful industry is ensuring that the survey results will be impartial and representative of customer opinions.

4. Why should I participate in the survey?

Your participation in the survey will help the Insurance and Takaful industry to improve its customer service levels and better serve you in the future. By providing your feedback, you will be making a valuable contribution to the industry's efforts to provide an exceptional customer experience.

5. Will my personal information be shared with anyone else?

No, the personal information collected from participants, if any, in the Customer Satisfaction Survey 2022 will not be shared with any third party. All participant responses will be kept confidential and used only for statistical purposes.



Responses from the survey may be shared with relevant Insurance & Takaful Operators (ITOs) for the purpose of producing and publishing statistics. However, this data will not contain any personal identification information or contact details, and no individual or business will be identifiable from the results.

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Data Protection and Privacy Policy

Participation in the survey is voluntary, and any information provided will only be used with participant's consent. Your feedback will be processed in compliance with the Personal Data Protection Act 2010, ensuring that all personal information is protected and kept confidential.

Contact us

If you have any questions or concerns about the Customer Satisfaction Survey 2022, or if you have trouble completing the survey, you can contact our customer service team at customercare@ammetlife.com for assistance. Our team will be happy to assist you and answer any questions you may have.

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