



DENTAL SATISFACTION

At Cigna we pride ourselves on providing the very best service to our members. To make sure this happens we regularly carry out member satisfaction surveys.

What's involved?

The survey is designed to collect information on members' overall claiming experience. The 11 questions are focused on customer service team performance and cover areas such as:

- speed and accuracy of claims payment
- availability and knowledge base
- general helpfulness and support.

The member rates both the importance of each aspect of our service and their satisfaction with our performance against each of these.

How do we do it?

We send satisfaction surveys out to a randomly selected group of claimants once a year with a request to return the completed form in a pre-paid envelope within four weeks of the issue date.

The satisfaction survey can be completed anonymously. Comments can be added to give us further feedback and, if the member provides contact details, we follow up with them directly on any queries. We make a donation to charity for every completed satisfaction survey we receive back.

After the results are collected, we analyse the data in detail. The results are then reported to all our clients.

Why do we do it?

Satisfaction surveys play an important part in making sure we continue to provide a quality service to our members.

The results help us to closely monitor the performance of our customer service team. It also brings to our attention any concerns that the member may have about our service.

We also use these results to:

- continually improve standards in our customer services team
- understand our members' needs
- develop new service features.

And because we get an excellent response rate clients can be assured that our results are an accurate representation of member experience.

Our approach is all about ensuring the highest levels of customer satisfaction.

Our results consistently show that over 95% of members who use our service are satisfied.

