



### **Announcement on Customer Service Satisfaction Survey**

The Life Insurance Association of Malaysia (LIAM), Persatuan Insurans Am Malaysia (PIAM) and Malaysian Takaful Association (MTA) in consultation of Bank Negara Malaysia (BNM) had developed the Insurance and Takaful Industry's Client Charter in January 2018 as a commitment to provide the highest standard of service to customers.

In order to measure the customer service levels in the industry based on the Customer Service Charter (CSC), the industry has engaged Nielsen Malaysia (<http://www.nielsen.com/my>) to conduct a customer satisfaction survey. The survey will be conducted from 15 June 2018 to 7 September 2018.

Should you be approached for this survey (through phone calls/face-to-face interviews), we would appreciate your participation to help us improve our customer service levels, to better serve you in the future.

In case of any doubt or if you wish to re-confirm this survey, kindly do call Etiqa Contact Center at 1-300-13-8888 or email to [info@etiqa.com.my](mailto:info@etiqa.com.my)

Thank you.



## **FAQ ON CUSTOMER SERVICE SATISFACTION SURVEY CONDUCTED BY NIELSEN MALAYSIA**

- What is this survey all about?

**The survey is about assessment of customer experience on your insurance/takaful service provider.**

- What is the purpose of this survey?

**The purpose of this survey is to assist your insurance/takaful service provider to improve their service level. Your input will help our company to understand specific areas to be improved, so that you will enjoy more efficient and effective service in the near future.**

- How will this survey be conducted?

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

- Who will be conducting this Survey?

**The three industry associations namely Life Insurance Association of Malaysia (LIAM), Persatuan Insurans Am Malaysia (PIAM) and Malaysian Takaful Association (MTA) have jointly appointed The Nielsen Company to conduct this survey. Nielsen is a reputable international market research firm who specialized in consumer research.**

- Since my personal data has been given to a third party, are my personal data being protected?

**We wish to assure you that insurance companies/takaful operators are governed under 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/takaful operators are bound of the Code of Practice on 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.**

- I read about the survey on your website, but I never received a call.

**The respondents are selected based on their recent experience with insurance/takaful service provider. You may receive this survey call within the period, from 15 June 2018 to 7 September 2018.**

**\*The dates of the survey are tentative and may be subject to change.**