

## St Andrew's Insurance – Our highest NPS score

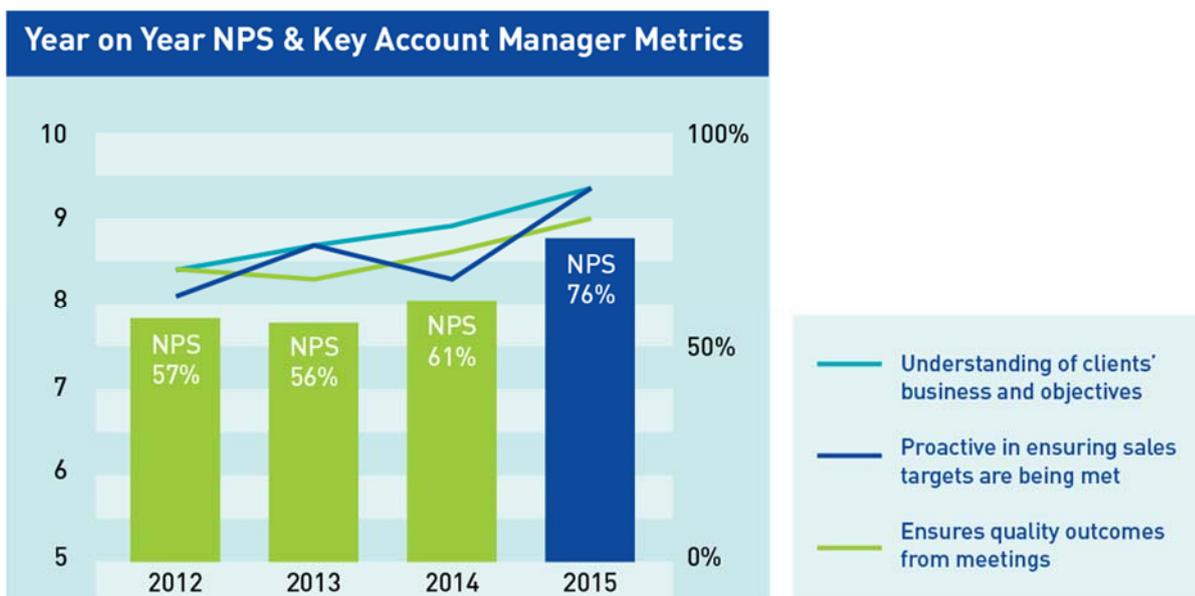
Our recent NPS has just hit an outstanding four year high, the highest we've achieved since the introduction of the surveys conducted by the independent Enhance research company.

The annual surveys are conducted across all our Corporate Partners, they provide a robust measurement on how satisfied our key stakeholders are with our understanding of their business objectives, our proactive commitment to achieving sales targets and our passion for providing sustainable quality service. Around 600 respondents from a number of Corporate Partners take part in the annual surveys.

Central to our business success is the *Advocacy of our Corporate Partners* and we are very encouraged when we received positive results like:

- NPS increased 24% from 61% in 2014 to 76% in 2015
- Corporate Partner feedback says:
  - ✓ the introduction of our revitalised Sales Coaching roles has been an outstanding success in every state
  - ✓ they really appreciate our proactive approach in motivating staff to offer protection to all eligible customers during their sales conversations
- Customer feedback says that we exceeded their expectations in our genuine desire to resolve their enquiry and the empathetic manner in which our staff spoke to them

If you would like additional information on our NPS score please direct your enquiries to St Andrew's General Manager of Distribution Sean Straney on 0419 031 984.



*\*The Net Promoter Score™ is calculated by asking respondents on a scale of 0 to 10 how likely they are to speak well of us to others. Respondents are grouped based on their rating. The percentage of detractors are taken away from the percentage of promoters to get a NPS. A negative score means there are more detractors than promoters. Typically any positive score is viewed favourably, with a result of 50% or higher deemed exceptional.*

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*Insurance is issued by St Andrew's Insurance (Australia) Pty Ltd ABN 89 075 044 656. Life insurance is issued by St Andrew's Life Insurance Pty Ltd ABN 98 105 176 243.*