



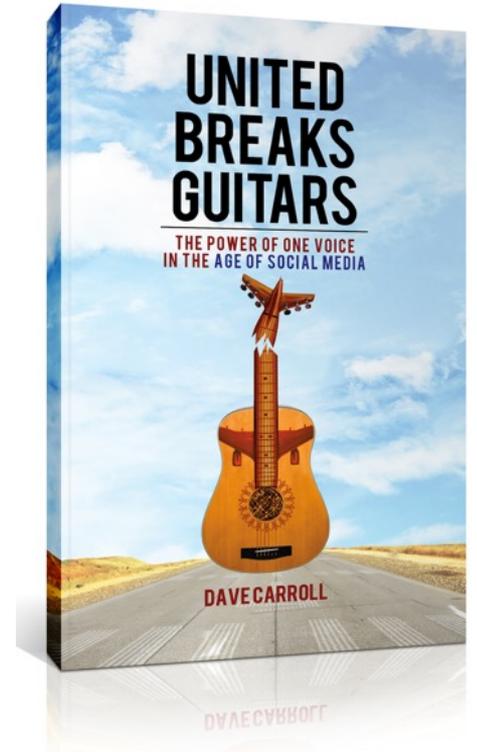
# Client Experience Reimagined

How Best of Insurance Drives Growth for Insurance Firms

Eric Gregg, CEO & Founder of ClearlyRated



# The client has never had more power

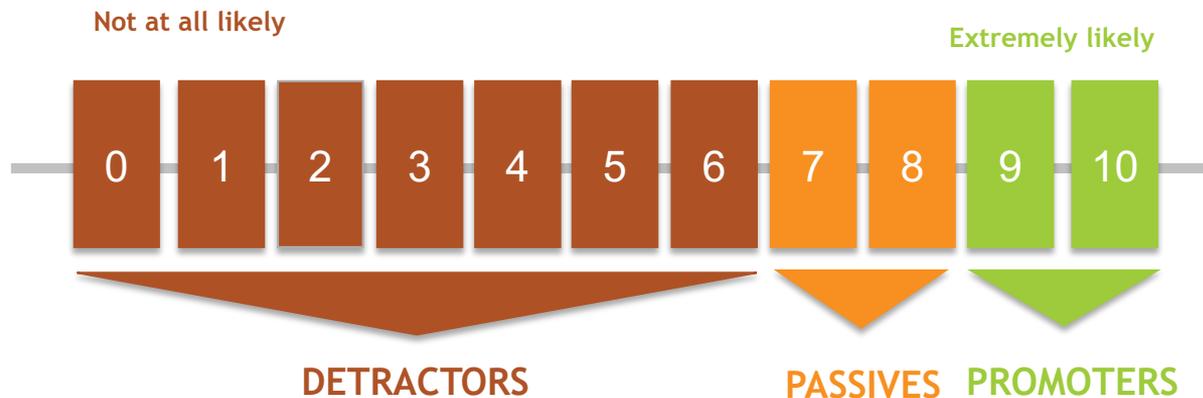


# CX Reimagined Agenda

- **A primer on Net Promoter® Score (NPS®)** — what it is, and why we use it
- **The Best of Insurance award**—what it is, and how it's earned
- **Beyond the award**—financial and operational benefits of Best of Insurance
- **Focus on the feedback** —the 80/20 concept and why it works

# Best of Insurance is powered by the Net Promoter® Score (NPS®)

How likely are you to recommend our firm to a friend or colleague?



$$\text{Net Promoter® Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

# The future of CX is responsive, always on, and transparent



Most Cx



Reimagined Cx



**Appreciate**  
internal employees



- ✓ Scores by recruiter and account manager
- ✓ Shout-out recognition
- ✓ Testimonials

**Amplify**  
service wins



- ✓ Client + Employee testimonials
- ✓ Identify referral prospects
- ✓ Enhanced online ratings

**Enhance**  
online reputation



- ✓ Ratings + testimonials at ClearlyRated.com
- ✓ 1<sup>st</sup> page Google brand search 77% of time
- ✓ Improvement to existing ratings

**Acquire**  
new business



- ✓ Strong ratings online
- ✓ Sales enablement
- ✓ Social proof



# CX Measurement Maturity Model



## Elevating

- Weekly/event triggered feedback.
- CX & EX-centered organization. Company core value.
- Social proof centered marketing, sales, renewals.

## Expecting

- End-of-Engagement feedback at key stages of journey.
- Service 'stars' are celebrated internally.
- Scores are leveraged internally and externally.

## Sharing

- Semi-annual or more often.
- Client-facing employees see feedback.
- Feedback driving process and investment.

## Measuring

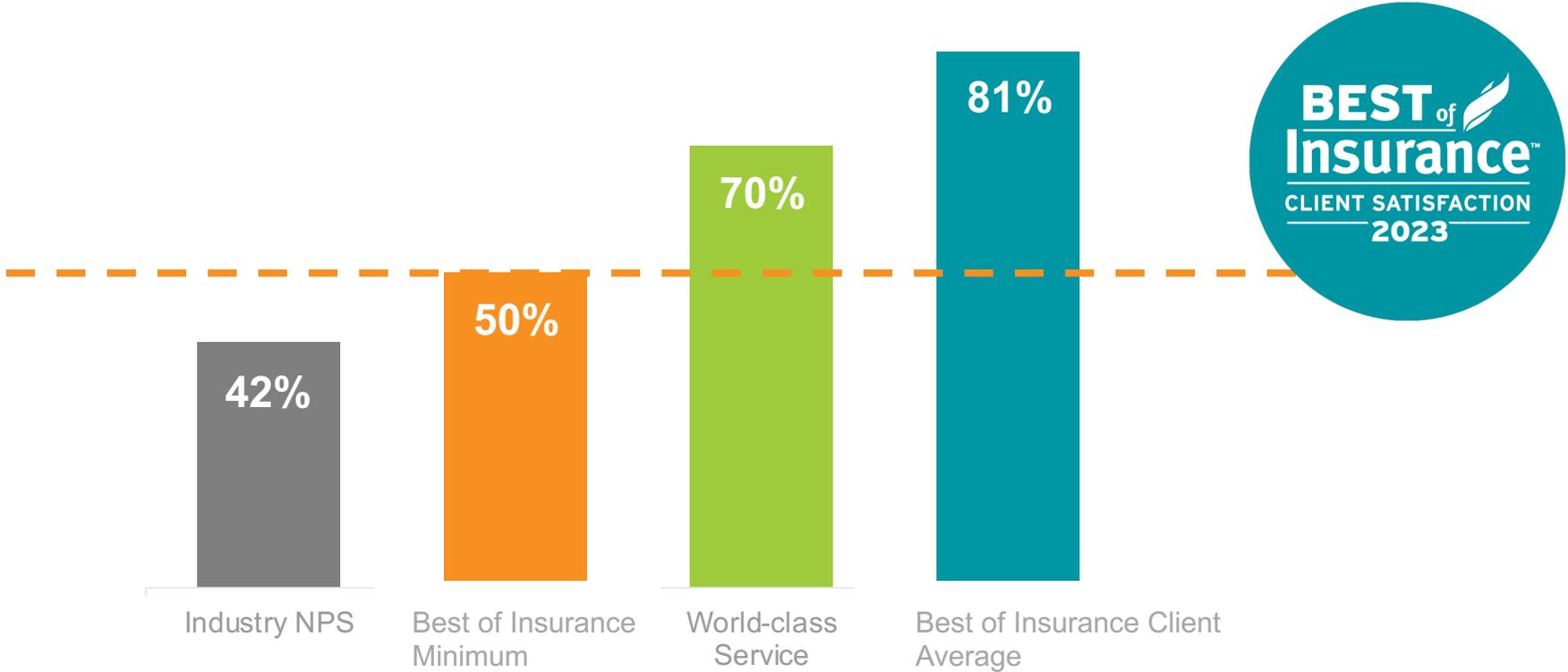
- Annual or semi-annual survey cadence.
- Reporting at leadership level only.
- Focus on macro areas of improvement.



# How firms earn Best of Insurance



# Best of Insurance winners versus the industry



# How to earn Best of Insurance

- Survey a list of **50% (or a minimum of 500) of their clients** who were billed for services during a 3-month consecutive period over the last 12 months.
- Firms must receive **at least a 20% response rate AND at least 15 responses**, or a **minimum of 250 responses**.
- Firms must **earn a 50% Net Promoter® Score** (or higher) for client and / or internal employee satisfaction.
- Fewer than **1% of all insurance firms in the US and Canada** achieve Best of Insurance.

# Best of Insurance award for Employee Satisfaction



- The industry's only diversity, equity, and inclusion-focused NPS® employee survey program
- Measure employee satisfaction and understand perceptions about DEI at your firm

A blurred background image of a business meeting with people in suits, overlaid with a teal color filter. The text is centered in white.

# **Beyond the Award: What Best of Insurance Delivers**



## Best of Insurance delivers:

- Real-time feedback from your clients and internal employees.
- Benchmarking to help you measure service performance against the industry.
- Critical opportunities to identify (and get ahead of) at-risk revenue.
- New insight into account expansion and referral opportunities.
- Approved testimonials from your happiest stakeholders.
- A chance for clients to recognize star performers on your team.
- Indexed client ratings to improve the reputation of your brand online.
- Key marketing resources (and templates!) to help your firm share your proof of service.

👉 **And now delivers even more with the biggest update in ClearlyRated's history**

# Amplifying testimonials, reviews, referrals, and more

## New Amplify features:

- Enhanced testimonial capture
- External reviews on third-party sites like Google, Glassdoor, and Indeed\*
- Request referrals from your respondents, directly from your existing referral page\*

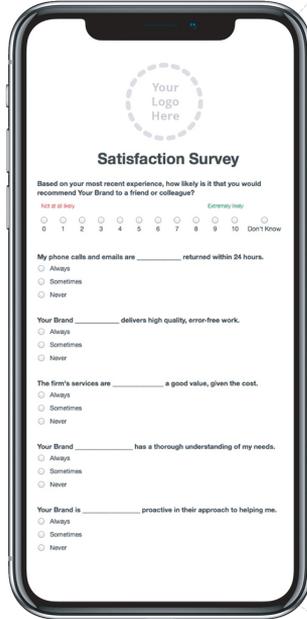
## Upcoming enhancements:

- Testimonial and Shout Out spelling/grammar auto-correct
- Advanced Website Widgets (Testimonials, 'Best of' Awards)

# 8-Question Survey

## Client

Ask the questions that will be most valuable and actionable to your team.



### Satisfaction Survey

Based on your most recent experience, how likely is it that you would recommend Your Brand to a friend or colleague?

Not at all likely Extremely likely

0  1  2  3  4  5  6  7  8  9  10  Don't Know

My phone calls and emails are \_\_\_\_\_ returned within 24 hours.

- Always  
 Sometimes  
 Never

Your Brand \_\_\_\_\_ delivers high quality, error-free work.

- Always  
 Sometimes  
 Never

The firm's services are \_\_\_\_\_ a good value, given the cost.

- Always  
 Sometimes  
 Never

Your Brand \_\_\_\_\_ has a thorough understanding of my needs.

- Always  
 Sometimes  
 Never

Your Brand is \_\_\_\_\_ proactive in their approach to helping me.

- Always  
 Sometimes  
 Never

What is the primary reason behind the rating you provided?

What is one thing we could be doing differently to increase the value you receive from us?

Net Promoter Score (NPS) question

NPS Driver Questions

# 13-question survey

## Internal Employee

Ask the questions that will be most valuable and actionable for your team.



**Satisfaction Survey**

If asked, how likely would you be to recommend Clarity Consultants as a good place to work to a friend or family member?

Not at all likely Completely likely

0 1 2 3 4 5 6 7 8 9 10 Don't Know

What is the primary reason behind the rating that you provided?

I am optimistic about what the next year has in store for me working at Clarity Consultants.

Yes  
 No  
 Don't Know

I enjoy working with my colleagues at Clarity Consultants.

Always  
 Sometimes  
 Never  
 Don't Know

My compensation package (salary, bonuses and benefits) is fair compared to people who do similar work at other companies.

Yes  
 No  
 Don't Know

I receive recognition when I do my job well.

Always  
 Sometimes  
 Never  
 Don't Know

There are opportunities for advancement for me within my firm.

Yes  
 No  
 Don't Know

I receive feedback in a timely manner from my immediate manager on my performance.

Always  
 Sometimes  
 Never  
 Don't Know

I am proud to work for Clarity Consultants.

Always  
 Sometimes  
 Never  
 Don't Know

I feel like I belong at this firm.

Always  
 Sometimes  
 Never  
 Don't Know

The best people get promoted, regardless of gender, race, ethnicity, age, sexual orientation or identity, education or disability.

Always  
 Sometimes  
 Never  
 Don't Know

Management shows that diversity is important through its actions.

Always  
 Sometimes  
 Never  
 Don't Know

What can Clarity Consultants do to improve your experience as an employee?

Net Promoter Score (NPS) question

NPS Driver Questions

# Dashboard provides aggregate and segmented views:

**Your Dashboard**

Client **March 2022**  
March 2022 | Clear All | Advanced Filters  
Survey

10 per page | Page 1 of 1

**Pinpoint Office Issues**  
*How can we support SF?*

**Locations**

	Overview	Net Promoter Score	NPS Drivers	Response Rate	Issues
San Francisco	NPS	37%	Response Rate	12.2%	Flagged

10 per page | Page 1 of 1

**Reward Top Performers**

**Brokers**

	Overview	Net Promoter Score	NPS Drivers	Response Rate	Issues
Andy Bernard	NPS	--	0%	--	--
Michael Scott	NPS	-50%	8.5%	3	--
Pam Beesly	NPS	100%	25%	--	--

10 per page | Page 1 of 3

**Identify Service Type Issues**  
*Why is commercial lagging behind?*

**Service Types**

	Overview	Net Promoter Score	NPS Drivers	Response Rate	Issues
COM	NPS	37%	10.8%	--	--
EQU	NPS	83.3%	10.5%	10	--
PRM	NPS	84.4%	16.4%	6	--

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# Dashboard provides aggregate and segmented views:

Get Referral Prospects

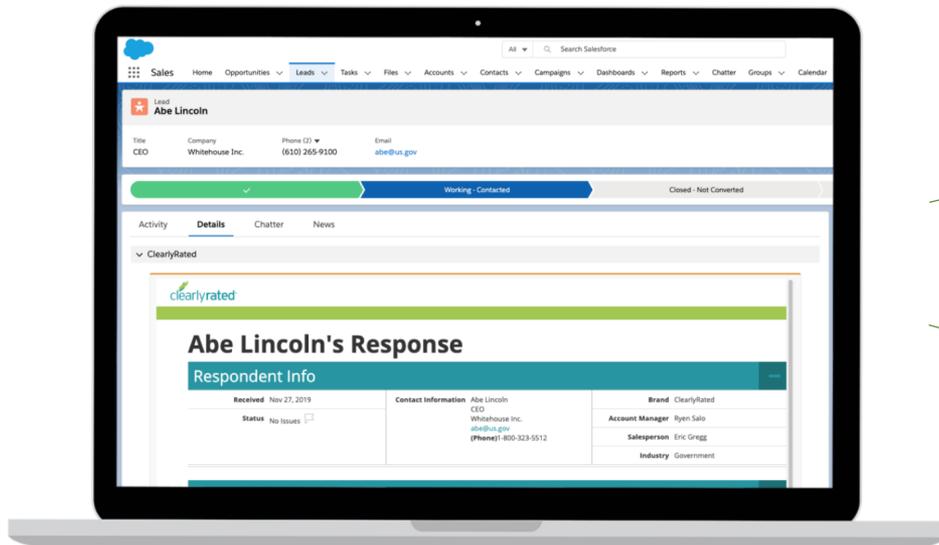
Responses					
Search Responses					
NPS	Respondent	Response	Service Insights	Date	Flagged
10	Molly Shannon SVU	Got our horse insured. Returns calls promptly. Helped with renewal app		Mar 13, 2022	
8	Tom Brady Tampa Bay Bucs	I need written records provided of what is covered and my costs without having to call and request these.		Mar 12, 2022	
10	Jimmy Stewart Wonderful Life	Perf...		Mar 11, 2022	
4	Jill Biden The White House	<i>My billing statement was way too high and I don't understand why!</i>		Mar 11, 2022	

Retain At-Risk Accounts

Get Fresh Testimonials

Testimonials		
Respondent	Response	Date
William Clinton	Dunder Mifflin always has great service, great people, and a great price. I wouldn't trust my business with anyone else. <b>Share On:</b> <a href="#">facebook</a> <a href="#">LinkedIn</a>	May 23, 2022
Cheryl Sandberg Facebook	My agent, Dwight, is always available to answer questions and guide me through any changes I might experience in my business. Thank you! <b>Share On:</b> <a href="#">facebook</a> <a href="#">LinkedIn</a>	Apr 18, 2022
Anonymous	I wanted to share what an amazing job Ryan does to help my company every day! <b>Share On:</b> <a href="#">facebook</a> <a href="#">LinkedIn</a>	Apr 8, 2022

# Integrations provide contact-level views in your native CRM

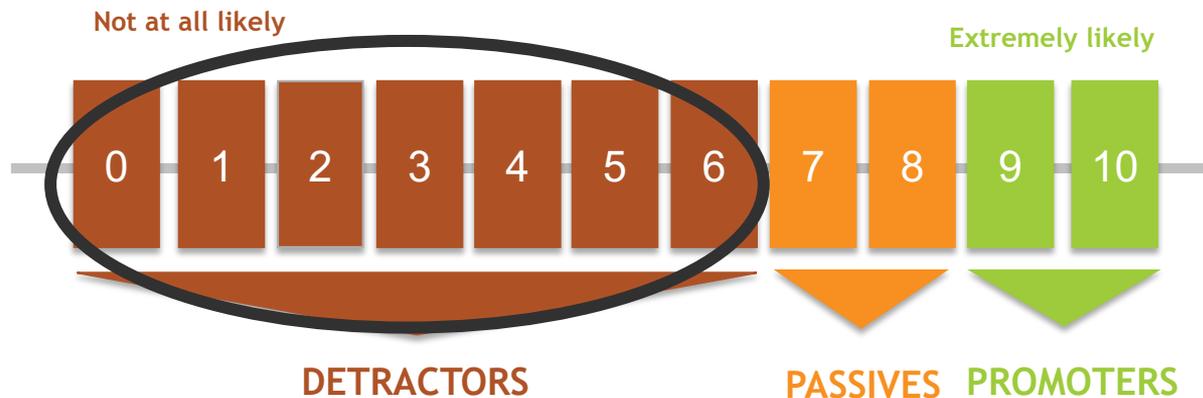


Microsoft  
Dynamics 365



# Detractors are offering you a lifeline, providing the opportunity to save at-risk revenue

How likely are you to recommend our firm to a friend or colleague?



$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

## Triage is Necessary

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Wrecks happen – it is the recovery that matters most



# Detractor Notifications: a native feature that alerts you to at-risk clients

**Jane Doe** **Detractor Response!**

**Director:** Eric Gregg · Nathan Goff

**Email:** [janedoe@email.com](mailto:janedoe@email.com)

**Phone:** 555-123-4567

**Company:** ABC Company

**Tags:** Portland, Industrial, Top 100

Based on your most recent experience, how likely is it that you would recommend us to a friend or colleague?

6

What is the primary reason behind the rating you provided?

Nathan wasn't as responsive as he has in the past.

What is one thing we could be doing differently to increase the value of our services to you?

No Response Provided

Choose a resolution after following up:

[Resolution in Progress](#) | [Can't Resolve](#) | [Not an Issue](#) | [Resolved](#) | [Escalate](#)

# NPS Financial Impact Report: Calculates revenue that has been identified as “at-risk” from unhappy clients

Using survey responses from your account over the past **year**, your ClearlyRated survey program has identified the following:

## ! Accounts At Risk

4

**Detractor Accounts**

\$56K

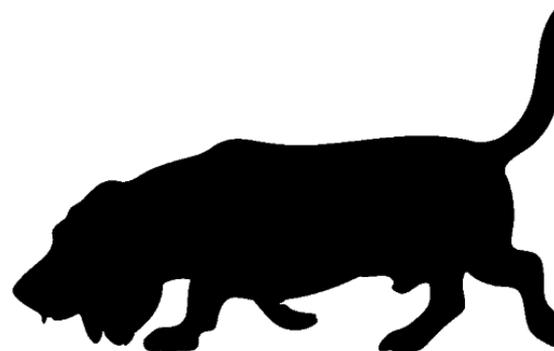
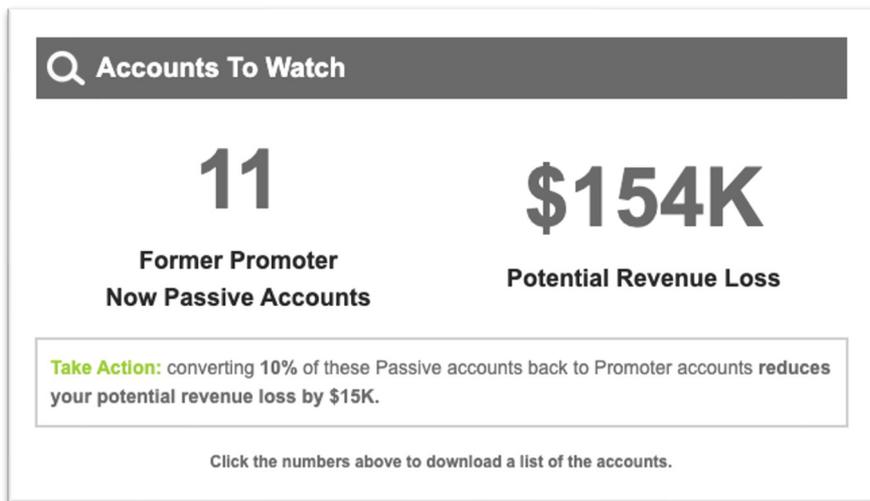
**Likely Revenue Loss**

**Take Action:** convert 2 of your Detractor accounts to Promoters or Passives to retain \$28K in potential revenue.

Click the numbers above to download a list of the accounts.

The **NPS Financial Impact Report** helps insurance firms translate their real-time client feedback data into actionable information that protects revenue.

# NPS Financial Impact Report: Also helps you to “sniff out” potential revenue loss from former Promoters



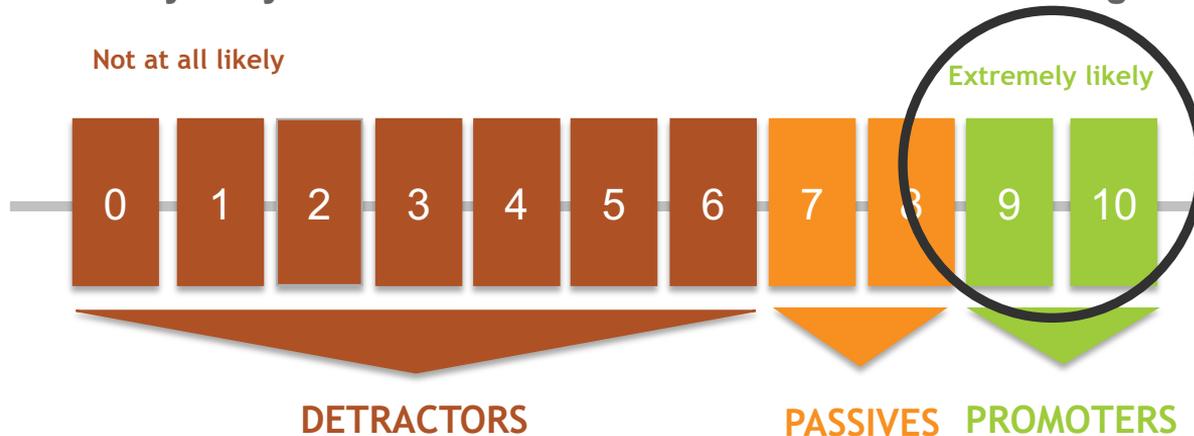
# NPS Financial Impact Report: Identifies revenue expansion opportunities and scope of value



The **NPS Financial Impact Report** also helps insurance providers identify accounts where the greatest opportunity for expansion exists. Promoters on average increase their spend by 8% in the next year.

# Look to Promoters for additional business, and work with Passives to expand loyalty

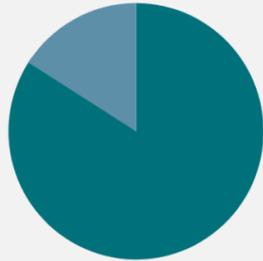
How likely are you to recommend our firm to a friend or colleague?



$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

# Testimonials carry high strategic value for prospects

## Buyer Sentiment: B2B Purchasing



**84%**  
trust testimonials.



**9 in 10** say that seeing testimonials from businesses similar to theirs makes an impact on their decision to work with a provider.

Source: ClearlyRated's 2020 B2B Buyer & Client Benchmark Study

# Best of Insurance generates automated, approved testimonials at scale

## Enhanced Testimonial Capture: Promoter experience

**DUNDER MIFFLIN**  
PAPER COMPANY

Based on your most recent experience, how likely is it that you would recommend Dunder Mifflin to a friend or colleague?

Not at all likely Extremely likely

0 1 2 3 4 5 6 7 8 **9** 10 Don't Know

What do you like best about working with Dunder Mifflin?

The team at Dunder Mifflin are very responsive and a true partner to my business. There is no better company to work with! They go above and beyond and take the time to understand our business so they can serve us to the best of their ability. They are the BEST!

Text for the question that defaults as the testimonial will vary based on answer to the NPS question.

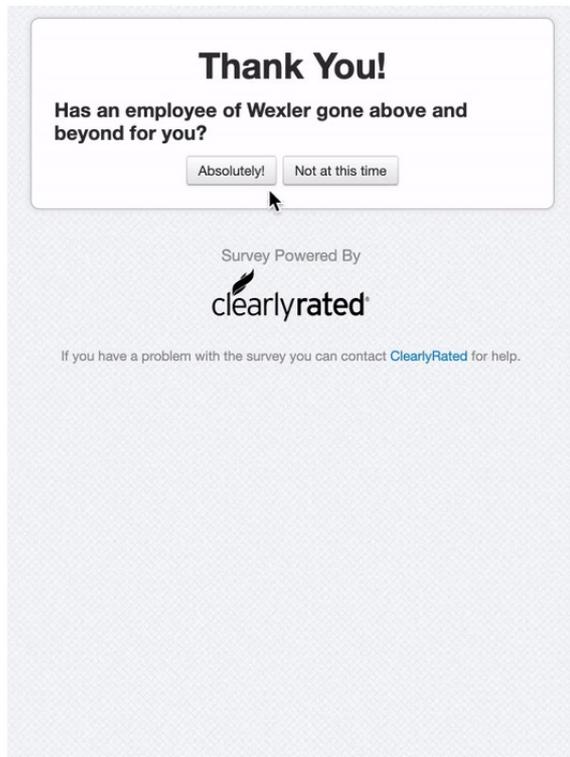


Promoters are automatically invited to share their open-ended feedback as a testimonial.

- **2 in 5 survey completes result in a testimonial.**
- **48% of Promoters elect to share a testimonial with their provider.**
- **The average accounting firm that surveys with ClearlyRated generates nearly 200 client-approved testimonials.**



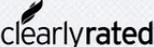
# Shout Outs help firms harness positive feedback to keep employees engaged and motivated



**Thank You!**

Has an employee of Wexler gone above and beyond for you?

Survey Powered By

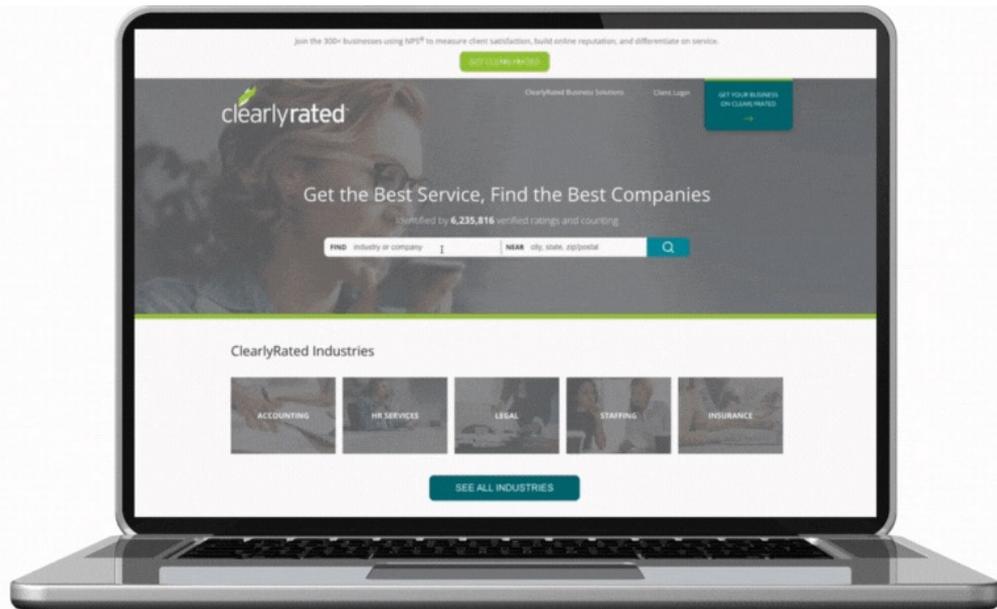
 clearlyrated

If you have a problem with the survey you can contact [ClearlyRated](#) for help.

Promoters are automatically invited to leave a Shout Out for any firm employees who have gone “above and beyond” for them..

- **40% of Promoters elect to leave a Shout Out for a team member at their insurance provider.**

# Best of Insurance participants are featured alongside client ratings & testimonials on ClearlyRated.com



- Searchable
- Online ratings
- Social proof

# Online ratings are persuasive resources for prospects when considering an insurance provider

## Persuasiveness of Online Ratings & Reviews

### Impact of Online Ratings & Reviews



**87%** of buyers say that online ratings and reviews have an impact on their decision to work with a B2B service provider.

### Buyer Perception of Persuasiveness



Buyers are **1.7x** more likely to be persuaded by online ratings and reviews than your company's website.

Source: ClearlyRated's 2020 B2B Buyer & Client Benchmark Study

# People will pay for a solution that appears less risky.

*Imagine you are deciding between two insurance firms. Both seem like a good fit to you. Which would you choose?*

FIRM A:

Costs what you budgeted.

38%

FIRM B:

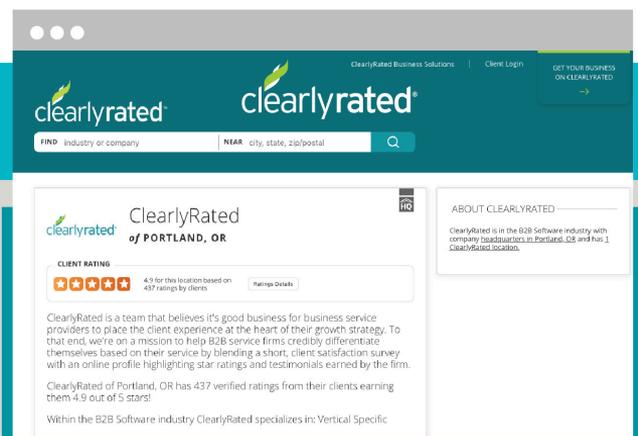
10% over budget, but share high satisfaction scores, 4.6 rating from clients and dozens of testimonials.

62%

# Best of Insurance firms earn more ratings on average, providing a more accurate reflection of their service



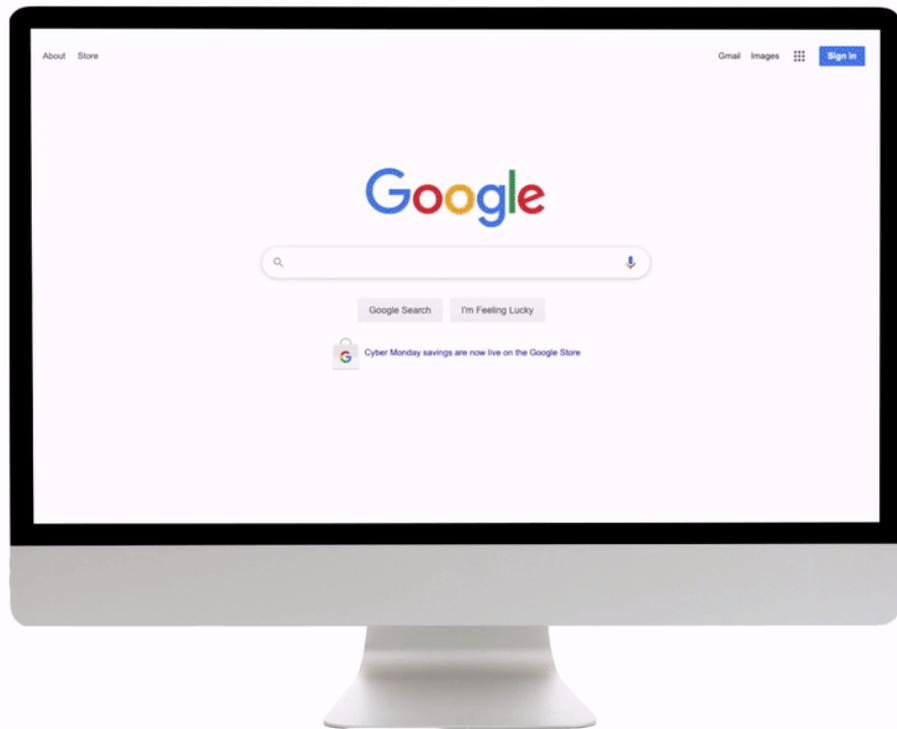
Firms average **less than 5 reviews** on sites such as Google & Yelp



Firms who work with ClearlyRated average **more than 200 ratings** from their clients on ClearlyRated.com

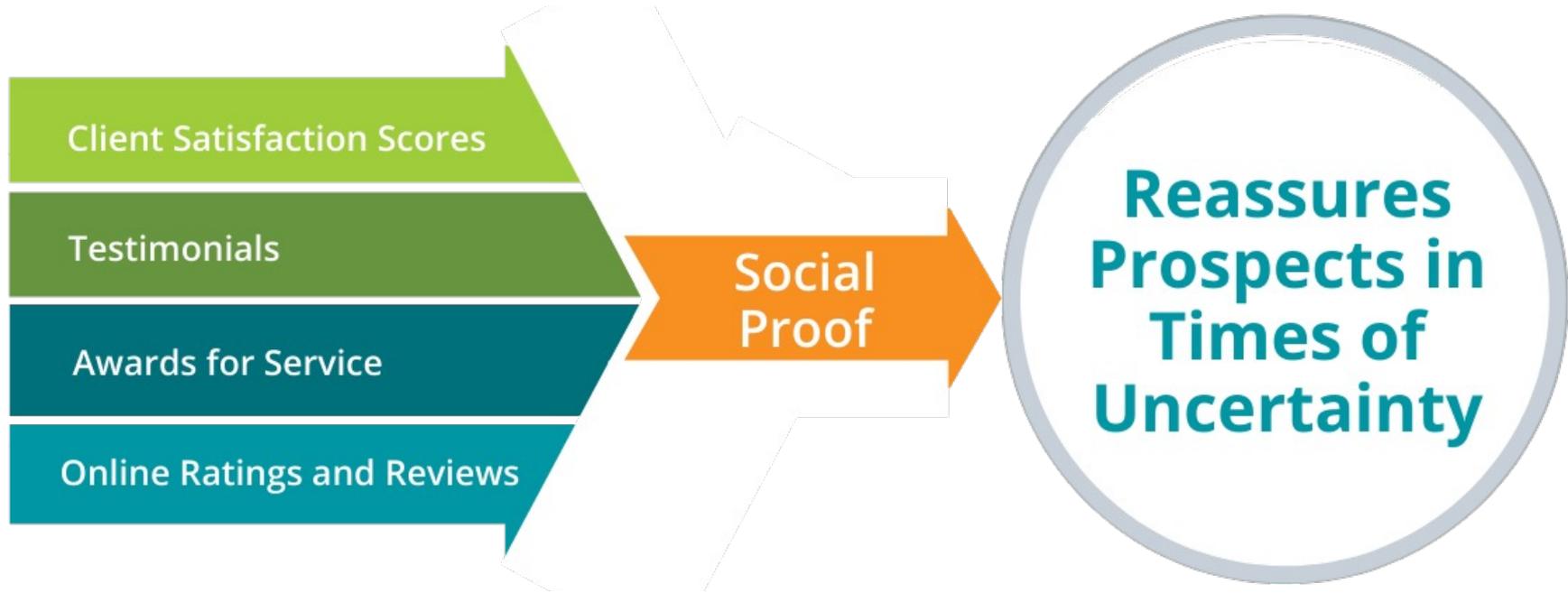
source: Analysis of 100 largest accounting firms in the U.S.

# Client ratings earn valuable real estate in Google's search rankings

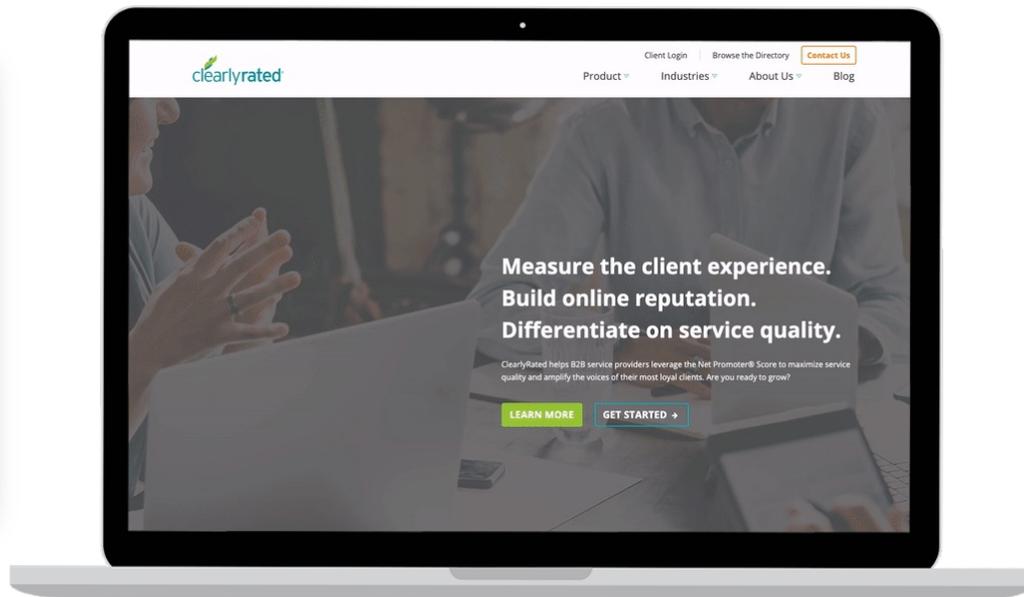
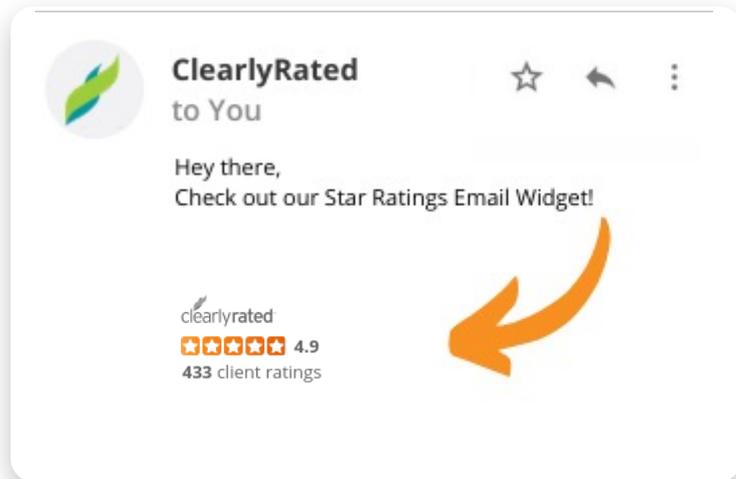


We offer many resources to help you increase the value of your ClearlyRated.com profile—including **a complimentary SEO Audit!**

# Proof of service has never been more important

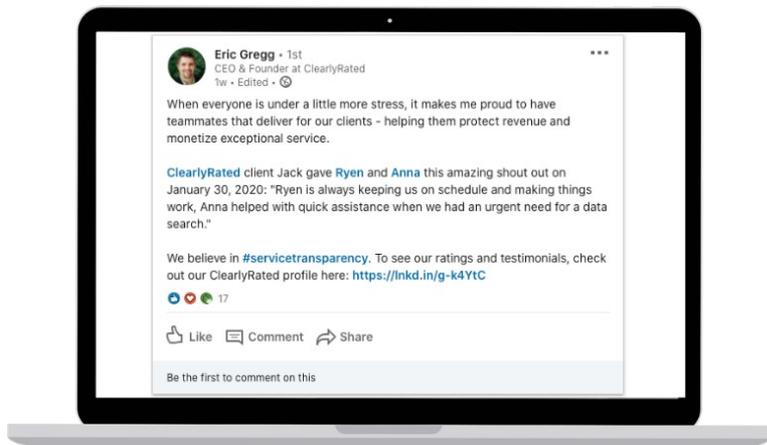


# Show off star ratings on your website and in your email signatures



# Share Testimonials and Shout Outs directly to your social networks

# LinkedIn



# facebook



80 / 20

20% of your time  
should be spent  
on designing and  
implementing a  
survey.

# Parting Thought

Customer experience is about what you do, not just what you know



**Halloween 2013**

25 lbs overweight



**Halloween 2021**

28 lbs overweight

# Questions?



**Eric Gregg**

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