



FAQ ON CUSTOMER SATISFACTION INDEX (CSI) SURVEY CONDUCTED BY NIELSEN MALAYSIA

1. What is this survey all about?

This survey is to assess your experience as a customer with your insurance company.

2. What is the purpose of this survey?

The purpose of this survey is to assist your insurance company to further improve its service level. Your input will help our company to understand specific areas that need improvement so that you will enjoy a more efficient and effective service in the near future.

3. How will this survey be conducted?

This survey will be conducted through a 15 minutes phone interview from 28 May 2018 to 7 September 2018.

4. Who will be conducting this Survey?

The three industry associations representing insurance companies and takaful operators; namely Persatuan Insurans Am Malaysia (PIAM), Life Insurance Association of Malaysia (LIAM), and Malaysian Takaful Association (MTA) have jointly appointed The Nielsen Company to conduct this survey. Nielsen is a reputable international market research firm which specialises in consumer research.

5. Since my personal data has been given to a third party, is my personal data protected?

We wish to assure you that all insurance companies and takaful operators are governed by 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 by 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.

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

The respondents are selected based on their recent experience with an insurance company or takaful operator. You may receive a call on the survey within the survey period of 28 May 2018 to 7 September 2018.

*Please note that Nielsen has commenced work on the survey from 28 May with companies that have finalised their NDAs.