

Global service  
built around you.

North

Listening to our Members & Brokers:  
2020/21 Satisfaction  
Survey Results

# Listening to our Members & Brokers

North's fundamental purpose of enabling our Members to trade with confidence underpins everything we do and has never been more important. Our Members and Brokers can be confident that North's outstanding and responsive global service means that they can rely on our talented teams to support them at all times, particularly during unforeseen and unpredictable circumstances.

## Our core purpose

**To enable our Members to trade with confidence**

At North, we listen to the views of our Members and Brokers very closely as they help shape the products and services we provide and our future success. In late 2020 we completed our third Member and Broker satisfaction survey, measuring feedback on a range of product and service-related issues including how we dealt with the impact of the COVID-19 pandemic.

The survey revealed an incredibly positive set of results with improvements across all of our key service areas and I am delighted to share this snapshot of the results with you. Our Net Promoter Score (NPS) reached a record high with a score of +60, and everyone at North is enormously proud of this result.



# Listening to our Members & Brokers (cont.)

More generally, overall satisfaction with North increased to 8.7 out of a possible maximum score of 10, with the likelihood of our existing Members and Brokers continuing to work with us rising to 9.1. The specific feedback on how North dealt with the impact of the COVID-19 pandemic was remarkably positive, with an outstanding score of 8.9. Complementing these scores, the spontaneous and unprompted comments collected during the survey confirm that North is seen to provide strong service with friendly, supportive and knowledgeable people. I was humbled by these exceptionally positive results as they reflect the determination and commitment of everyone here at North.

Equally, we understand that there is no room for complacency and these results, and the accompanying insights, will help us

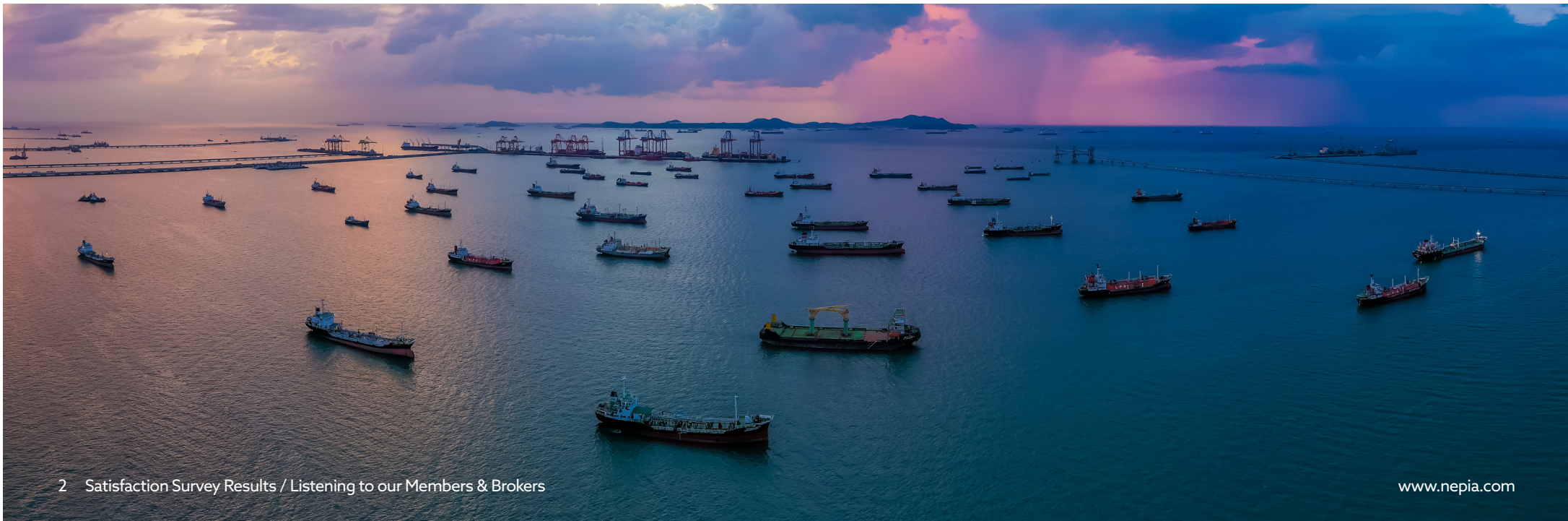
further refine and improve our product and service range. As North continues its transition into a global marine insurer it is critical that we fully understand and respond to the changing and diverse needs of all our Members.

Without doubt 2020 and early 2021 has been a challenging time and demonstrated more than ever, the importance of our relationships with the Members and Brokers we serve. The pandemic has played a dual role, both as a disruptor to what has been the norm in how we manage our professional relationships and as a positive driver of technological change and innovation. We will not forget the lessons we have learned over the past year and our investments in talent and technology have helped set an exciting course for the future - we are connecting and collaborating with each other and

with our Members and Brokers in ways we never have before. Moving forward, we will continue to work in partnership and expand our in-house capabilities to ensure that we deliver the most timely and relevant service.

On behalf of everyone at North, I would like to thank all our Members and Brokers again for their participation in our satisfaction survey. Your support is never taken for granted and your feedback is invaluable, and we look forward to working with you in future.

**Paul Jennings**  
*Chief Executive*



# Survey Methodology

## Research Aim

To evaluate the current performance and perceptions of North P&I, identifying strengths, weaknesses and areas for improvement. To achieve this we focussed on the following areas:

OVERALL  
PERCEPTIONS  
OF NORTH

UNDERWRITING  
PERFORMANCE

P&I AND  
FD&D CLAIMS  
PERFORMANCE

LOSS PREVENTION  
PERFORMANCE

The survey was undertaken in two parts: an Online Survey supplemented with In-Depth Telephone Interviews

# Our Key Results

Our Net Promoter Score (NPS)



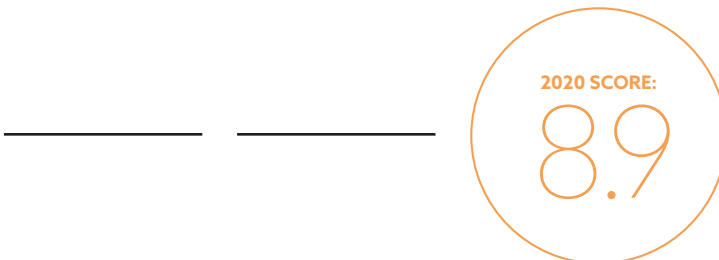
Overall satisfaction with North



Likelihood of continuing to work with North

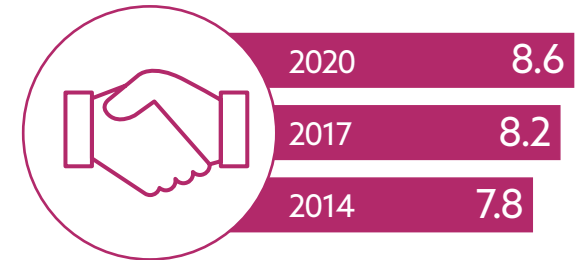


Overall satisfaction with how North has dealt with the Pandemic

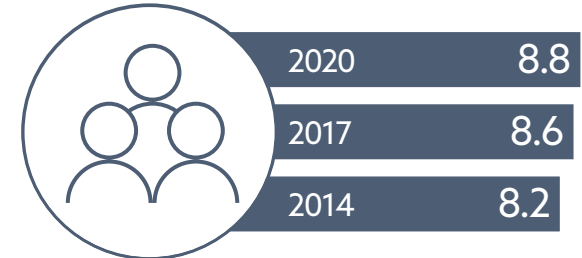


Overall satisfaction with:

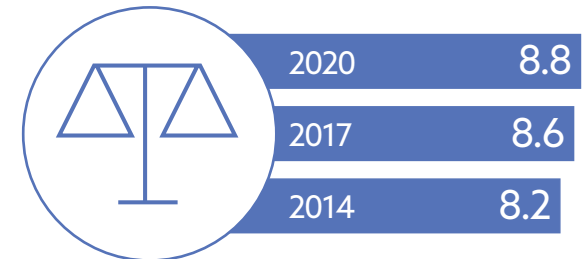
North's underwriting service



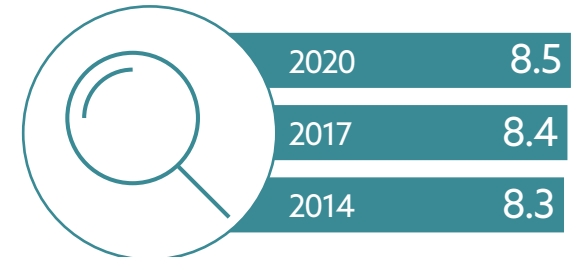
North's P&I claims handling service



North's FD&D claim handling service



North's loss prevention service



The satisfaction scores are published on a scale of 1 to 10, with 1 = not satisfied and 10 = very satisfied.

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