

2018 Pension agents satisfaction survey

HAREL LEADS WITH 6.3 SCORE; STANDARD OF SERVICE OF INSURANCE COMPANIES CONTINUES TO DROP

■ Migdal mentioned positively for improved rating starting in 2016 ■ Clal Insurance ranked fifth with 5.1 score ■ Despite its top position, Harel has been dropping in the indexes in the last three years ■ Insurance Agents Association President Lior Rosenfeld: Poor service received by the agent is poor service received by the insured

Harel came top of the rankings (6.3 score) in standard of service, according to the 2018 insurance agents satisfaction survey in the pension sector, which was published last week by the Insurance Agents Association. The survey was conducted running up to the 39th **2018 Life and Pension Convention** which was held last week in Eilat. The responses of 727 agents make up the findings in the survey which was carried out in March by the **Sarid Institute**.

The statistical measurement was for companies with at least 40 respondents, and thus **Ayalon, Altshuler Shaham, Hachshara, Meitav-Dash and Helman Aldoubi** were left out. The survey points to drop in the quality of service since the previous year.

The satisfaction survey checked 8 service indexes: quality of handling of issuing and alterations; attribution of deposits to the appropriate policy; time taken in handling claims; fairness in handling of claims; ease of access to company workers; transparency in calculation of agent commissions; tools provided by the agent for checking commissions; ability of obtaining a meeting with a manager; overall satisfaction with quality of service (ranking 1-10).

The highest satisfaction grade was given to Harel. On the other hand, the company trend has been



Harel Building

dropping since 2016, when it scored 7 and 2017 when it scored 6.5 and this year – 6.3.

Clal ranked once again last, the company continuing to fall, from 5.7 in 2016, 5.3 in 2017 to 5.1 in 2018.

Migdal is worthy of mention, with a trend of ongoing improvement since 2016, when it scored 5.4, to 5.6 in 2017 and reaching 5.7 this year.

Harel led in 6 of the indexes: quality of handling of issuing and alterations (7.3); attribution of deposits to the appropriate policy (7.0); time taken in handling claims (6.9); fairness in handling of claims (7.2); tools provided by the agent for checking commissions (4.9);

ability of obtaining a meeting with a manager (7.5)

The Phoenix led in one index: ease of access to company workers (7.1.

Menorah Mivtachim led in transparency in calculation of agent commissions (5.3).

Clal came in last in 7 of the indexes: quality of handling of issuing and alterations (5.3); attribution of deposits to the appropriate policy (4.7); fairness in handling of claims (6.1); ease of access to company workers; transparency in calculation of agent commissions (3.9); tools provided by the agent for checking commissions (3.7); ability of obtaining a meeting with a manager (6.7).

Menorah ranked last in time taken in handling claims (5.8).

Insurance Agents Association President Lior Rosenfeld: “The insurance companies do not provide good service to the insurance agent – poor service to the agent means poor service to the insured. The Association led by me is committed to ensuring that the insurance companies work with the agents and not against them and we are continuing acting for this. We use the survey results in order to improve the efficiency of the work with the insurance companies and to improve the standard of service given to insurance agents. At the end of the day, there is no substitute for the personal service given by the insurance agent and the effort that he invests in ensuring the customer’s future”.