

Customer satisfaction SERV 2022

Schweizerische Exportrisikoversicherung
Assurance suisse contre les risques à l'exportation
Assicurazione svizzera contro i rischi delle esportazioni
Swiss Export Risk Insurance





Management summary



Management summary – Awareness, product utilisation, meeting of needs

1/8

Awareness	Around a quarter of respondents are very familiar with SERV (highest score of 5), and 45 per cent gave a score of 4. Just over a quarter stated that they are somewhat familiar with SERV.
Made aware by whom?	<p>Almost half of respondents were made aware of SERV by their bank. Almost a quarter became aware of SERV through a SERV event, 17 per cent through a SERV publication, and 15 per cent through a recommendation from someone they know. Switzerland Global Enterprise and SECO each accounted for 11 per cent.</p> <p><i>At companies with more than 249 employees, around a third of respondents were made aware of SERV by their bank. At companies with 10–49 employees, almost two-thirds of respondents became aware of SERV through their bank.</i></p>
Product utilisation	<p>41 per cent of respondents stated that their company has used supplier credit insurance in the past two years, followed by a counter guarantee (30 per cent), then buyer credit insurance (29 per cent). 24 per cent used pre-shipment risk insurance, and 22 per cent used working capital insurance.</p> <p><i>Companies with 10–49 employees mostly made use of a counter guarantee (39 per cent), followed by supplier credit insurance (34 per cent). Among companies with 50–249 employees, 40 per cent used supplier credit insurance and 32 per cent used a counter guarantee. For companies with more than 249 employees, supplier credit insurance was the most common answer, followed by buyer credit insurance.</i></p>
Meeting of needs	<p>94 per cent stated that the insurance products offered by SERV cover their needs, whereas 6 per cent thought the opposite.</p> <p><i>SERV's range of insurance products cover the needs of all of the companies with fewer than 10 employees, and 89 per cent of those with 10–49 employees.</i></p>



Management summary – Overall satisfaction, willingness to recommend (NPS)

2/8

Overall satisfaction with SERV	<p>The very good average satisfaction score of 4.3 overall is derived as follows: When asked about their overall satisfaction, 87 per cent of respondents gave one of the two top scores on a scale of 1 to 5; 45 per cent awarded the highest score (5). 10 per cent were indifferent; the proportion of unsatisfied customers is very low at just 2 per cent.</p> <p><i>Based on the average scores for overall satisfaction, companies with 50–249 employees (4.39) were slightly ahead of those with 1–9 employees (4.36). Some companies with 10–49 employees were slightly more critical than the other subgroups, which resulted in a lower overall satisfaction score.</i></p>
Willingness to recommend	<p>Willingness to recommend SERV is very high, with 50 per cent awarding the maximum score of 10. The question about willingness to recommend serves as the basis for calculating the NPS (Net Promoter Score). Customers are divided into three categories based on their score: Critics (detractors, scores 0–6), passives (scores 7+8) and promoters (supporters, scores 9+10). SERV has an NPS of 61, which is made up of 71 per cent promoters vs 9 per cent critics.</p> <p><i>In terms of language region, the NPS is highest in the French-speaking part of Switzerland (score of 74). In terms of the number of employees, companies with 50–249 employees have the highest NPS. Companies with an export proportion of 75–89 per cent have an NPS of 100.</i></p>



Management summary – Image

Perception – image

With average scores above 4 on a scale of 1 to 5, SERV is perceived as being friendly, congenial and competent. It covers all the right risks and is customer oriented and easy to contact. Scores for premiums leaned more towards “expensive” than “inexpensive”.

Average scores of 4.2–4.7

1. SERV’s highest average score overall (4.7) was for “friendliness”. Viewed purely in terms of average scores, there is very little difference between the subgroups.
2. For the second-placed item “congenial”, approval was highest among companies with 50–249 employees (68 per cent); at 4.6, the average score for this subgroup is slightly above the TOTAL average score of 4.5.
3. SERV is rated as slightly more **competent** by companies with 50–249 employees than companies with >249 employees. Overall, the average score is 4.5.
4. Based on the combined positive scores of 4 and 5, SERV **covers the right risks** for 86 per cent. For the item “Covers the right risks”, there are larger differences in frequency distribution between the individual subgroups. The two highest average scores are for companies with 1–9 employees and 50–249 employees, followed by companies with 10–49 employees.
5. With an average score of 4.25 for **reachability**, there is little difference overall between the different subgroups based on number of employees. Companies with 50–249 employees awarded the highest scores.
6. 40 per cent of respondents believe SERV is **customer oriented**; a further 40 per cent gave a positive score of 4 – overall, this results in an approval percentage of 80 per cent and an average score of 4.17. SERV’s customer orientation is noticed most by companies with 10–49 employees, followed by companies with 50–249 employees; it is noticed least by companies with 1–9 employees.

Average scores of 3.5–4.0

1. For the item “solution -oriented vs inflexible”, 69 per cent awarded the two top scores (4 and 5), resulting in an average score of 4.0. Companies with 10–49 employees awarded the highest percentage of 5s. The average score for companies with 250 or more employees is equal at 4.1. The average for companies with 50–249 employees is slightly lower (3.9).
2. The most frequently awarded (38 per cent) score was 4, which is closer to “modern” than the opposite pole **“traditional”**; 16 per cent of all respondents awarded a score of 5 (= modern). The average score is 3.6.

Average score of 2.9–3.4

1. 12 per cent think SERV is “bold” (score: 5); 33 per cent gave a score of 4. 41 per cent chose the middle ground between bold and hesitant, 12 per cent awarded a score of 2, leaning more towards “hesitant”. 1 per cent of respondents think SERV is “hesitant”.
2. The second-lowest average score overall (3.3) was for the items “unbureaucratic/flexible” versus “bureaucratic”. 46 per cent are at the “unbureaucratic/flexible” end, 28 per cent at the “bureaucratic” end, and 25 per cent in between.
3. 5 per cent of respondents think that premiums are “very inexpensive”, and 5 per cent think they are “very expensive”. 17 per cent gave a score of 4, 24 per cent a score of 2, and 50 per cent a score of 3, which means the average score for this item is just below 3.



Management summary – Importance and reasons for market success, pathfinding initiative, climate friendliness 4/8

Importance for international competitiveness	<p>For 47 per cent of respondents, SERV's products are very important to their international competitiveness; for a further 27 per cent, they are important (score of 4).</p> <p><i>The products are the most important for companies with 1–9 employees (average of 4.5), followed by companies with 10–49 employees (average of 4.3).</i></p>
Reasons for international competitiveness	<p>Where SERV's products are (very) important, this is mainly due to attractive insurance and financing solutions for customers (stated by 69 per cent) and to the improvement of the customer's own liquidity situation (stated by 53 per cent).</p> <p><i>For companies with 250 or more employees, "attractive insurance and financing solutions for my customers" is the most important factor; for companies with up to 250 employees, improving their own liquidity situation is more important.</i></p>
Awareness of pathfinding initiative	<p>30 per cent of respondents are very aware (score of 5) or aware (score of 4) that SERV sees itself increasingly as a trade facilitator that is actively involved in buyers' markets; 28 per cent were somewhat aware and 43 per cent awarded scores of 1 + 2 (unaware, less aware).</p> <p><i>Awareness that SERV sees itself increasingly as a trade facilitator that is actively involved in buyers' markets is much higher among companies with 250 or more employees than those with fewer employees.</i></p>
Perception of climate friendliness	<p>A quarter see SERV as an export credit insurer that is particularly committed to climate-friendly projects, while 38 per cent think the opposite and 37 per cent did not comment.</p> <p><i>Awareness of this commitment is considerably higher among companies with at least 250 employees.</i></p>



Management summary – Advice

Importance of advisors having specific knowledge	For more than 80 per cent, it is important or very important (scores 4 and 5) that advisors have knowledge of the specifics of their company or industry. <i>For companies with 50–249 employees, it is slightly less important that SERV consultants have knowledge of the specifics of their company or the industry; it is much more important for companies with 250 or more employees.</i>
Assessment of consultants' knowledge	59 per cent rate their consultants' knowledge of the specifics of their company and their industry as good or very good, more than a quarter (28 per cent) are indifferent and 4 per cent lean more towards inadequate – this gives an average score of 3.8 .
Communication preferences	For 93 per cent of respondents, the preferred form of communication is email , followed by a very high proportion (86 per cent) who prefer contact by telephone . Face-to-face communication is preferred by 69 per cent of respondents. 18 per cent prefer an online form; contact by letter no longer appears to be among the favoured methods of communication. <i>With a proportion of 90 per cent or more, email is the preferred method of communication for all company sizes. The online form is more important for companies with 250 or more employees than for the other groups.</i>
Have had a face-to-face or telephone consultation?	58 per cent of respondents have had a telephone consultation with a SERV representative. 47 per cent have been visited by a SERV representative, and 37 per cent have visited SERV. <i>If we compare the responses in terms of the number of employees, more than half of the companies with 50 or more employees have been visited by a SERV representative. Telephone consultation was the most common response across all subgroups.</i>
Assessment of the quality of advice	Those who had a face-to-face or telephone consultation were very satisfied with the quality of advice provided by SERV: 52 per cent awarded it a score of 5 ("very good"), and 42 per cent gave a score of 4. This gives an average score of 4.4 . <i>The highest average score of 4.6 is for companies with 50–249 employees. Further suggestions for improving the quality of advice were provided in the open-ended comments (individual opinions).</i>
Content of advice	61 per cent expect a face-to-face consultation for SERV insurance solutions , 55 per cent expect one for the structuring of financing solutions with SERV coverage . 45 per cent would want a face-to-face consultation for filling in an application on the application portal . <i>Companies with up to 10 employees mainly need advice on filling in an application on the application portal, while the other company sizes mostly need information about SERV's insurance solutions.</i>



Management summary – Information channels (website, newsletter)

6/8

Awareness of website	<p>Two-thirds stated that they are familiar with the SERV website, a further 28 per cent are “somewhat” familiar with it, and 6 per cent are not familiar with it.</p> <p><i>Companies with 1–9 and 50–249 employees are the most familiar with the website. Companies with 10–49 employees have the highest proportion of respondents who are “somewhat” familiar with the website.</i></p>
Appeal of SERV website	<p>Most respondents like the website: 10 per cent awarded it the top rating of “very good”, and the average overall score is 3.9. Only a small percentage do not like the website.</p>
Usefulness of the SERV website	<p>16 per cent stated that the SERV website has been very useful to them so far – a further 53 per cent are “approvers” and gave it a rating of 4. The average score is 3.8.</p> <p><i>Companies with 1–9 employees and 250 or more employees found the website the most useful.</i></p>
Ease of finding content	<p>Overall, 18 per cent could find what they were looking for on the website very easily. Half found what they were looking for easily, and 31 per cent somewhat easily.</p> <p><i>The top rating “found very easily” was awarded significantly less by companies with 250 or more employees than the other subgroups.</i></p>
Awareness of newsletter	<p>45 per cent are not familiar with the newsletter. 38 per cent are familiar with it, and 17 per cent of respondents only know it by name.</p> <p><i>Awareness of the newsletter is highest among companies with 250 or more employees. Among companies with between 10 and 250 employees, 56 per cent and 57 per cent, respectively, are not familiar with the SERV newsletter.</i></p>
Newsletter subscription	<p>Out of those who are familiar with the newsletter (not just by name), the majority – almost three-quarters – have subscribed to it.</p>
Quality of newsletter	<p>Overall, the newsletter is given a score of 4 (“good”) for quality by two-thirds of respondents (average score: 3.9).</p> <p><i>The newsletter is given the best average score (4.2) by companies with 50–249 employees, with almost a quarter rating it as “very good”.</i></p>



Management summary – SERV application process

SERV application portal	Most companies – 87 per cent – stated that their company has filled in an application on the SERV application portal before. <i>The frequency was highest (95 per cent) for companies with 250 or more employees.</i>
Filling in the application	Three-quarters of respondents usually fill in the application themselves . <i>In companies with 50 or more employees, 30 per cent of respondents delegate this task to someone else.</i>
User-friendliness of the application portal	Most of those who fill in the application themselves on the application portal rate the portal as “somewhat” user friendly, a third lean towards user friendly, and 10 per cent think the opposite. The average score is 3.3 .
Importance of processing time	Timely processing of applications by SERV is very important to 78 per cent of respondents.
Processing speed	31 per cent rate SERV as very reliable when it comes to processing their applications in a timely manner. The average score is 4.1 . <i>The proportion of those who think SERV is very reliable is around 10 per cent higher for companies with up to 50 employees than for companies with 50 or more employees.</i>
SERV’s business documents	With regard to how easy SERV’s business documents are to understand (forms, policies, confirmations, etc.), respondents awarded an average score of 3.8 . 16 per cent of respondents think these documents are easy to understand, just under half (45 per cent) gave a score of 4, and 30 per cent answered “somewhat”.



Management summary – Claim process

Claim	<p>Almost one in four respondents had already had a claim that they reported to SERV.</p> <p><i>One third of companies with 250+ employees had reported a claim, and only 14 per cent of companies with between 50 and 249 employees had reported a claim.</i></p>
Satisfaction with SERV's claims processing	<p>Of those who had already had a claim, 90 per cent were either very satisfied or satisfied (scores 4 + 5) – 46 per cent gave the top rating, and dissatisfaction was rare (this was the case for companies with 1–9 employees). This resulted in an average score of 4.3 for satisfaction with claims processing.</p> <p><i>The highest average scores were awarded by companies with 50–249 employees (average score: 4.6) and 10–49 employees (average score: 4.5).</i></p>
Details of SERV's claims processing	<p>According to the majority of respondents, if you had a claim, you were sufficiently informed about the processing of the claim (average score: 4.3). Also, the claim was efficiently processed (slightly lower agreement, but average score of 4.2).</p> <p><i>Agreement that you were sufficiently informed about the processing of the claim and that the claim was processed efficiently is higher for companies with 10–49 employees and 50–249 employees than for other subgroups.</i></p>