



## Press Release

### **J.D. Power Asia Pacific Reports: AIU and Sony Assurance Rank Highest in Their Respective Segments in Satisfying Automobile Insurance Customers in Japan**

**TOKYO: 11 August 2009** – AIU ranks highest in customer satisfaction among agency-based insurance companies in Japan, while Sony Assurance ranks highest among direct insurance companies, according to the J.D. Power Asia Pacific 2009 Japan Auto Insurance Customer Satisfaction Study.<sup>SM</sup>

The study, now in its sixth year, measures customer satisfaction with auto insurance, including insurance plans, services and experiences with signing an insurance contract, in two segments: agency-based insurance companies and direct insurance companies. Agency-based companies primarily sell policies and interact with customers through networks of agents at insurance agency offices or automobile dealerships. Direct insurance companies interact with customers directly via the Internet or telephone.

Five factors are examined to determine customer satisfaction with auto insurance: products/services; insurance price; access to information; contract procedures; and service quality of contract channels (including the quality and responsiveness of contact from the agency or direct insurer concerning contracts).

#### **Agency-Based Insurance Companies**

Within the agency-based insurance company segment, the importance of the factors that contribute to overall satisfaction is as follows: service quality of contract channels (44%); products/services (19%); insurance price (14%); contract procedures (13%); and access to information (10%).

AIU ranks highest among agency-based insurance companies with a score of 613 on a 1,000-point scale and performs particularly well in four of five factors: products/services; access to information; contract procedures; and service quality of contract channels. Following AIU in the segment rankings is Tokio Marine & Nichido Fire Insurance (601) which performs particularly well in the access to information factor. Nissay Dowa General Insurance and Fuji Fire and Marine Insurance tie for third place with a score of 599. Also performing above the segment average are Nisshin Fire & Marine Insurance (596), Nipponkoa Insurance (593); and Mitsui Sumitomo Insurance (589).

#### **Direct Insurance Companies**

Within the direct insurance company segment, the importance of the factors that contribute to overall satisfaction is as follows: service quality of contract channels (27%); contract procedures (22%); products/services (21%); insurance price (19%); and access to information (11%).

Sony Assurance ranks highest among direct insurance companies with a score of 640 and performs particularly well in four of five factors: products/services; access to information; contract procedures; and service quality of contract channels. Following Sony Assurance in the segment rankings is Mitsui Direct General Insurance (624), which performs particularly well in the insurance price factor. Zurich Insurance ranks third in the segment with a score of 623, followed by AXA Non-Life Insurance (614) and American Home Assurance (600).

#### **Additional Key Findings**

Within the agency-based insurance company segment, the service quality of contract channels factor has the greatest importance on overall satisfaction and also has a strong impact on customer loyalty. Specifically, satisfaction and loyalty are greatly influenced by the responsiveness of the insurance agency. The study finds that overall satisfaction is notably higher among customers who report that agencies listened to needs and wants and displayed a willingness to explain the disadvantages as well as the advantages of insurance plan,

compared with customers whose agents did not provide this level of service.

Among customers of direct insurance companies, 70 percent cited low insurance premiums as a reason for choosing an insurance company. However, while price is an important selection consideration for many customers, the influence of price on satisfaction is not as great. In particular, importance of the contract procedures factor and products/services factors is equal to that of the insurance price factor. Customer satisfaction and loyalty rates are particularly high for those direct insurance companies whose customers indicate high levels of responsiveness and follow-up after a contract is signed—even when these companies charge premiums that are higher than average.

For both agency-based and direct insurance companies, it is critically important to understand and meet customer needs to increase satisfaction and loyalty. For agency-based insurance companies, it is particularly important to maximize the advantage of being able to speak with customers directly, which is critical in maintaining and expanding their customer base. For direct insurance companies, it is key to emphasize competitive advantages other than price.

The 2009 Japan Auto Insurance Customer Satisfaction Study is based on responses from more than 13,300 automobile insurance policyholders in Japan. The study was fielded in May 2009.

#### **About J.D. Power Asia Pacific**

J.D. Power Asia Pacific has offices in Tokyo, Singapore, Beijing, Shanghai and Bangkok that conduct customer satisfaction research and provide consulting services in the automotive, information technology and finance industries. Together, the five offices bring the language of customer satisfaction to consumers and businesses in China, India, Indonesia, Japan, Malaysia, Philippines, Taiwan and Thailand. Information regarding J.D. Power Asia Pacific and its products can be accessed through the Internet at [www.jdpower.com](http://www.jdpower.com). Media e-mail contact: [shizue\\_hidaka@jdpower.co.jp](mailto:shizue_hidaka@jdpower.co.jp)

#### **About J.D. Power and Associates**

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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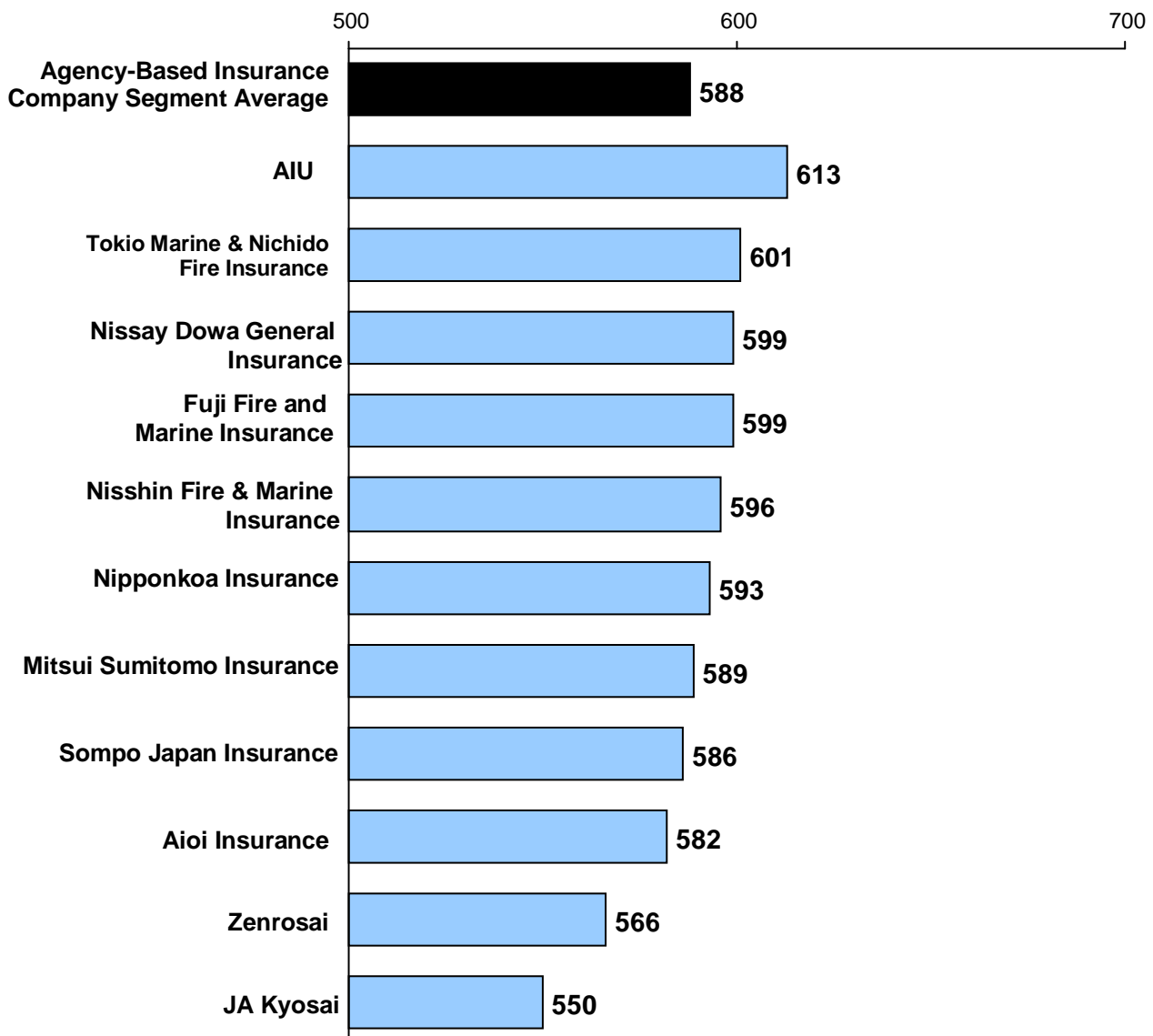
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(Page 2 of 2)

NOTE: Three charts follow.

# J.D Power Asia Pacific 2009 Japan Auto Insurance Customer Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Ranking Agency-Based Insurance Company Segment (Based on a 1000-point scale)



Included in the study but not ranked due to small sample size are: Ace; Asahi Fire & Marine Insurance; Kyoei Fire and Marine Insurance; Saison Automobile & Fire Insurance; Secom General Insurance; Sumisei General Insurance.

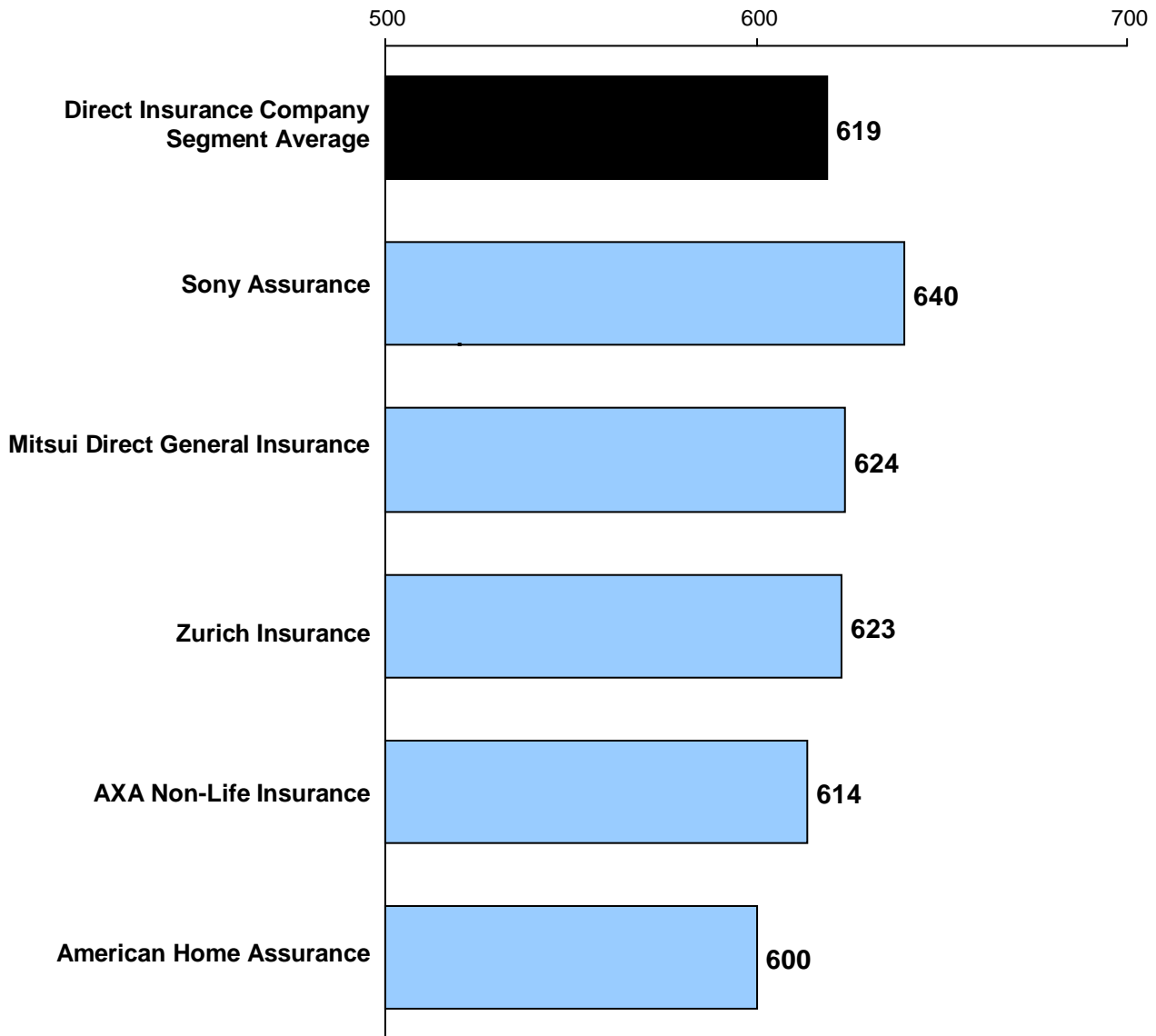
Source: J.D Power Asia Pacific 2009 Japan Auto Insurance Customer Satisfaction Study<sup>SM</sup>

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# J.D Power Asia Pacific 2009 Japan Auto Insurance Customer Satisfaction Study<sup>SM</sup>

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## Overall Customer Satisfaction Ranking Direct Insurance Company Segment (Based on a 1000-point scale)



Included in the study but not ranked due to small sample size are Generali; SBI Insurance; and Sonpo 24 Insurance.

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Source: J.D Power Asia Pacific 2009 Japan Auto Insurance Customer Satisfaction Study<sup>SM</sup>

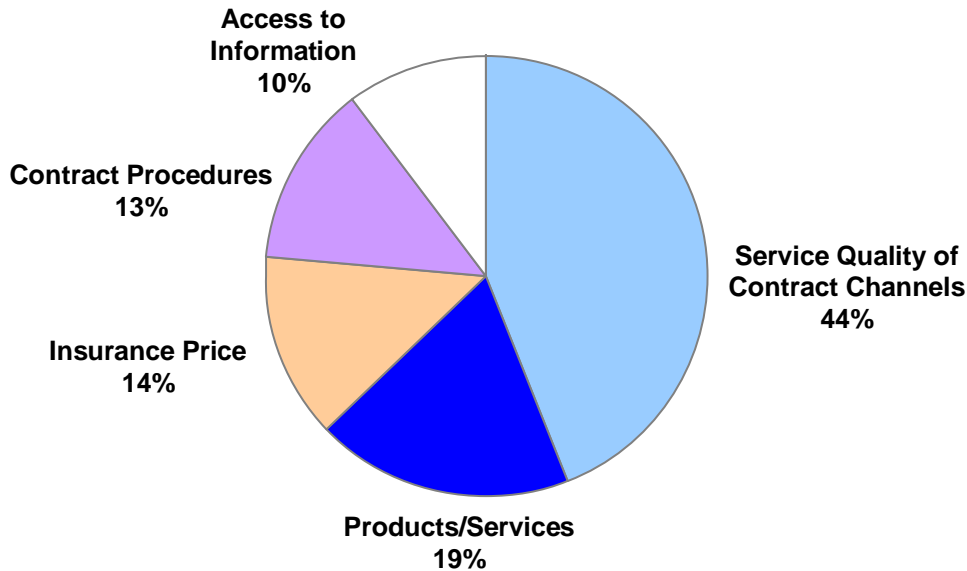
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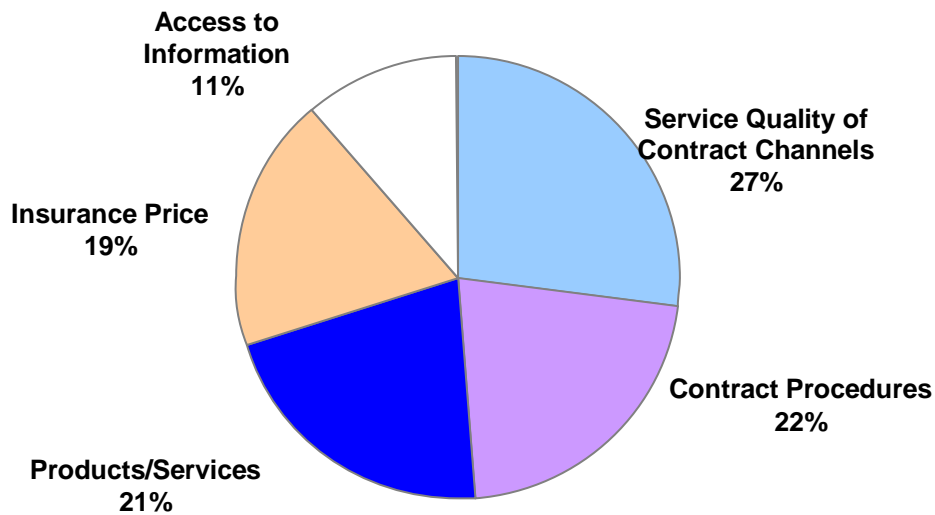
# J.D Power Asia Pacific 2009 Japan Auto Insurance Customer Satisfaction Study<sup>SM</sup>

## Factors Contributing to Overall Satisfaction with Auto Insurance Companies

### Agency-Based Insurance Company Segment



### Direct Insurance Companies



Note: Percentages may not equal 100 due to rounding.

Source: J.D Power Asia Pacific 2009 Japan Auto Insurance Customer Satisfaction Study<sup>SM</sup>

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