

## Auto Insurance Firms Ranked on How They Treat Online Customers

### *Auto Insurers Provide More Integration between Web and Customer Service; Progressive Drives Ahead with Excellent Rating*

**IPSWICH, Mass., March 17, 2008**—The Customer Respect Group, an international research and consulting firm that focuses on how corporations treat their online customers, today released findings from its First Quarter 2008 Online Customer Respect Study of the websites of the Auto Insurance Industry.

The study evaluated the websites of a representative sample of companies that supply online support to customers. Using a common set of criteria, it is the only study to bring objective and consistent measure to the analysis of corporate performance from an online customer's perspective. A directly comparable Customer Respect Index (CRI™) is provided for each company. The Customer Respect Index is a qualitative and quantitative in-depth analysis and independent measure of a customer's experience when interacting via the Internet.

The average CRI score for the industry was 5.5 on the ten-point scale. This represented a slight improvement on the industry's 2007 showing, and industry progression, although slow, is visible. The rating puts the industry about average overall and keeping pace with improvements made in other industries.

Progressive led the overall CRI rankings on 7.5, up from second place in 2007, and achieved an 'excellent' rating. It was followed by GEICO on 6.9 and Liberty Mutual with 6.5. The Progressive website was strikingly interactive and innovative, featuring RSS feeds, blogs and other features more commonly found on High Technology or Retail websites.

#### Select Findings

##### Improved Communications

- Twenty three percent of sites now provide real-time interactive chat, well ahead of the Q2 2007 figure and above the average rate.
- Forty Five percent of sites provide telephone numbers on every page, almost double the proportion in Q2 2007.
- Email replies were more helpful, with 64 percent of our queries fully resolved in a single message, up from 43%
- Response times were better than average
- Eighty six percent of sites contained 'contact a rep' links or buttons on the home page.
- Twenty three percent of sites offered online purchasing of policies. Online purchasing is growing strongly; only 5% of sites offered the feature to buy online and print the necessary documents in Q2 2007.

##### Quote Engines now Accepted Functionality

- Ninety five percent of sites contained a link to a quote system on the home page,
- Ninety one percent of quote engines showed a progress bar to give users an idea of where they were in the process.
- Fifty Nine percent pf quote engines specified a timeframe for the quote,
- Eighty six percent allow visitors to save quotes
- Twenty three percent of sites offered online completion and purchasing policies. Online completion is growing strongly, this is up from only 5% of sites 12 a year ago.

The top companies in the study were:

---

**Auto Insurance Customer Respect Index  
Table**

---

Progressive Casualty	7.5
GEICO	6.9
Liberty Mutual	6.5
Nationwide	6.4
MetLife Auto & Home	6.3



A more detailed scorecard is available from The Customer Respect Group at (978) 834.6700 or by emailing [clientservices@customerrespect.com](mailto:clientservices@customerrespect.com)

According to Terry Golesworthy, president of The Customer Respect Group, “The industry sites have become much more interactive and more integral to the overall sales process with many more customers demanding quotes and communicating with companies in their terms. The growth of online and real time help through chat, email and telephone is a major step in building the website into the sales and customer service process which has in the past not been the case”

# THE CUSTOMER**RESPECT** GROUP

IMPROVING THE ONLINE EXPERIENCE

## Headquarters

The Customer Respect Group, Inc  
21 Market Street  
Ipswich, MA 01938  
Tel +1 978.834.6700  
Fax: +1 978.380.6125  
Email: [info@customerrespect.com](mailto:info@customerrespect.com)  
[www.customerrespect.com](http://www.customerrespect.com)

The Customer Respect Group is an internationally recognized leader in the creation and measurement of benchmarks in the arena of online customer experience and respect. Benchmarks have been shown to provide an invaluable means to consider comparative performance, learn from the leaders and take advantage of strengths. The Customer Respect Group has objectively measured websites since 2003 and has amassed a huge database of knowledge and data.

For more information, visit  
[www.customerrespect.com](http://www.customerrespect.com)

For information on hard-copy or electronic reprints, please contact Client Services at +1 978 834 6700 or [clientservices@customerrespect.com](mailto:clientservices@customerrespect.com)

