

## PERFORMANCE AND RESPONSE

***Performance and response are continually assessed through independent surveys; helping to define our goals and objectives.***

All staff's major job accountabilities are clearly defined. Staff compensation is tied to goal attainment and overall performance. In addition, each staff member works closely with our Training, Education and Quality Assurance manager to establish learning and development initiatives which enables them to increase their insurance knowledge thereby allowing them to consistently meet and exceed our high standard for customer service. Internal account audits are performed to measure results.

HMS recently conducted a customer satisfaction survey through Watermark Consulting. Watermark is a nationally recognized consulting firm specializing in customer satisfaction benchmarking and improvement strategies based on a "Net Promoter Score". This score represents how likely a customer would be to recommend HMS to others. We were very pleased to learn that the overall results of the survey were excellent.

Based on the NPS, HMS scored more than five times higher than the norm for Financial Service Companies. Our score was actually comparable to that of Apple, Amazon and Ritz Carlton! Certainly this is great company to keep from a customer experience perspective.

Even more gratifying were the comments many of our clients wrote about our company, our service and our people. Words and phrases like professional, knowledgeable, extremely helpful, business relationship of the highest quality, great to work with, prompt, courteous, user friendly and last but certainly not least those two wonderful words; great service.

As much as we appreciate the positive remarks, the other reason you perform surveys like this is to uncover any areas we can improve on and address the constructive criticism that was included. Understanding our client's expectations helps us create new paths toward customer satisfaction.

### ***Actual Quotes from our Clients:***

- "HMS is simply the best – they are 2<sup>nd</sup> to none in providing the best overall insurance service – period!"
- "The service that we receive is the best service that I have ever received during the 30 years that I have been in the construction industry. HMS always provides prompt and professional hands on service."
- "The HMS team is very professional, efficient and customer service oriented. HMS seems to have strong relationships to the primary insurance carriers in this region and can advocate for its clients."
- "Everyone that I have dealt with has been very professional and pleasant. Any questions are answered immediately, return phone calls are prompt. I feel that HMS is 'looking out' for our company...that they care."
- "I have been very pleased doing business with HMS over the past ten years. Every employee I have dealt with has been extremely professional, helpful and pleasant. I believe HMS has worked to keep our premiums as low as possible while maintaining quality. I recommend HMS whenever the subject of insurance comes up in conversation with other business owners."
- "Excellent customer service, prompt response to all inquiries, pleasant, knowledgeable personnel and competitive pricing. Always do their very best to obtain the coverage we need with qualified providers. We have dealt with all departments at HMS and find excellence in every encounter."
- "The people at HMS are very professional and are very knowledgeable. If I have a question, they have the answer."
- "HMS' associates are critical members of our business team. They are extremely knowledgeable and helpful with our bonding and insurance needs."
- "HMS is a company that looks out for the best interest of their customers. They always take the extra time to answer all questions and give proper direction."