

Now Health International Continues to Impress Customers

Now Health International celebrate another impressive year as the results of their Customer Satisfaction Survey prove their reputation for 'keeping promises' is as strong as ever.

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Every insurance provider claims to have customers at the heart of their business. Now Health takes this responsibility very seriously by inviting its members to be the judge of that and publishing the results of every customer satisfaction survey they run.

Martin Garcia, CEO at Now Health International had this to say on the survey,

'Last years' results blew us away and we're delighted that this year the wave of positivity we saw on everything from customer care to our medical network, has carried through. That's great for customers and hugely rewarding for the Now Health team.'

Following the acquisition of Best Doctors Insurance business in July 2015, the Now Health International Group has grown quickly to become one of the largest specialist providers of IPMI solutions globally. They've earned their stripes by making customer promises upfront and exceeding expectations in customer service, bringing a much-needed challenger mentality to the industry.

As an approach, it appears to be working as customers applauded effortless onboarding with:

- 76% saying they found it easy to complete the application and
- 72% reporting fast claims processing

For existing members, it was a similar story as:

- 89% of members felt positively about their overall experience
- 82% found it easy or very easy to submit claims
- 95% of members who had out-patient care said minimal-to-no paperwork was required and
- 81% said they'd recommend the provider to friends and family

Martin Garcia went on to say,

'People expect a lot from service providers and they're very honest when it comes to feedback, so to see so many of our indicators stay above that coveted 80% threshold, is really important to us.

We had some valuable feedback on elements of our claims management and complaint handing, which we're paying particular attention to. They're tough areas to score 100% in and we're in the process of talking to everyone who felt they had a poor experience in those areas.

When you ask for feedback you take the rough with the smooth and we're proud to say some of our best improvements and technical innovations came about because we talked to members.'

Asked if Now Health believe they think differently to the competition when it comes to customers Alison Massey, Group Marketing Director said,

In a world where customers feel more like stakeholders and partners of the brands they use, it's vital to include them in the discussion about how you improve.

We ask customers to tell us what they think, share the results and revisit the actions we've taken throughout the year, so they know it was time well spent. Otherwise it's a one-way conversation and customers never know if you're listening.

The team at Now Health International built the business with a 'customer-first' approach and results like these remind us how rewarding it can be to meet that promise.

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Note to Editors:

Now Health International is one of the fastest growing providers of IPMI solutions for Global Expatriates, High-Net-Worth individuals and Small to Medium Sized Enterprises. With more than 130 years of collective IPMI management experience, Now Health has offices in the UK, Dubai, Hong Kong, Singapore, Jakarta, Shanghai and Beijing.

In July 2015, Now Health's investor acquired Best Doctors Insurance, a major medical insurance provider with distribution throughout Latin America, the Caribbean and Canada. The transaction has created a global top tier specialist IPMI proposition with complementary products, distribution and geographies. The operation spans 4 continents, with 12 offices, 115,000+ members, 350+ staff and 5,000+ distribution partners.