



How can I increase my customer satisfaction with eTrusted?

Measure and improve sales partner customer satisfaction – Learn how one of Europe's largest insurers was able to measure and optimise customer satisfaction with their insurance agencies.

Success Story

As one of the largest insurers in Europe, our customer works with multiple insurance agencies. With the integration of eTrusted, he was able to get an overview of customer satisfaction with the agencies. The feedback was also used to optimise internal processes and marketed, which significantly supports new customer acquisition. The insurer was able to demonstrably increase its NPS by 26% with us.

85

Insurance agencies

>3,000

Feedback count

4.6

Stars

*from a possible 5

Information

With more than 50,000 employees in Europe, our customer is one of the largest insurers in Europe.

As a result of the digitalization strategy, eTrusted was integrated in the organisation to make the insurer's sales concept even more customer-oriented.



Head of Marketing

"The cooperation with eTrusted is going great! The integration of the software into our systems was easy and fast. We really appreciate the close collaboration with our eTrusted Customer Success Manager."

Further benefits for the insurer:

- The **satisfaction** of existing customers is increased and used for the effective acquisition of new customers.
- At the same time, **Reputation Management** has demonstrably increased the insurer's online reputation on several platforms.
- Receives **authentic and reliable insights** from their customers and can use these to **optimise their sales strategy**.

How can you increase your customer satisfaction with eTrusted? Let's talk.

