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PRESS RELEASE

Net Promoter Program from Generali is recognised as one of the world's best systems

- Medallia has recognised Generali's Net Promoter Program as one of the world's most successful and expansive Net Promoter System (NPS) programs.
- Switzerland is one of three countries in the world involved in piloting and proactively developing the Net Promoter Program from the Generali Group.
- Using this program, Generali Switzerland can offer its customers simpler, smarter and faster solutions, providing them with a good customer experience.

Medallia has recognised Generali's Net Promoter Program as being one of the world's most successful and expansive NPS programs. They bestowed their approval at the «Experience Europe 2017» event in London. Medallia is a global leader in Customer Experience management, consulting and software. Over 375 participants from 25 different countries attended the event. They came together to discuss the current state of the Customer Experience industry and the challenges it faces.

Generali Switzerland – a pioneer all the way

Switzerland is one of the three countries involved in piloting the Net Promoter Program from Generali and has been proactive in its development from the outset. The Generali program covers retail and corporate customers as well as distributors. It enables companies to listen to customer feedback in real time and to act on that feedback. The aim is to identify and implement improvement potential in systems, processes and services based on feedback from the customers. This ensures a good customer experience and increases customer satisfaction and customer loyalty in a sustainable way.

The focus is on the customer

Thanks to NPS, Generali has become an insurance company that places greater focus on the customer. This allows it to offer its customers simpler, smarter and faster solutions.

Roger Stieger, Chief Marketing, Customer & Communications Officer at Generali Switzerland had the following to say about the system: «We are proud to play a pioneering role in this project. The aim of the Net Promoter System is to make Generali even more customer centric. Listening to our customers to understand their expectations is important, but acting on that feedback and eliminating any pain points is even more important. Our pioneering work will make a significant contribution to our company-wide transformation efforts.»

Press release from the Generali Group:

<https://www.generali.com/media/press-releases/all/2018/Generali-s-Net-Promoter-Program-recognized-as-world-s-best>

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ABOUT GENERALI

Generali is an independent, Italian Group, with a strong international presence. Established in 1831, it is among the world's leading insurers and it is present in over 60 countries with total premium income exceeding €70 billion in 2016. With over 74,000 employees in the world, and 55 million clients, the Group has a leading position in Western Europe and an increasingly significant presence in the markets of Central and Eastern Europe and in Asia. In 2017 Generali Group was included among the most sustainable companies in the world by the Corporate Knights ranking.

In Switzerland, Generali has stood for individual insurance solutions in every kind of living situation for 140 years. Almost one million customers depend on the reliable protection it provides from a single source: from property, legal and life insurance to comprehensive pension solutions, as well as attractive fund and bank products. Generali (Switzerland) Holding AG runs its business through its subsidiaries in two different seats, one in Adliswil and the other in Nyon. Around 2,000 employees provide qualified advice and excellent service.