

Promoters On-Demand: Insurance Edition

The monthly NPS® tracking dashboard

Always know the Net Promoter Score®
for your brands, your competitor's
brands, and your industry by
subscribing to pollara's always-on,
secure, and interactive monthly
tracking dashboard.

Just \$11,000 per year.



pollara
strategic insights



One of Canada's
longest-standing
full-service research
firms, focussed on
providing strategic,
actionable, and realistic
advice to our clients.

Put our team's deep
expertise in insurance
and NPS® research to
work for you.

pollara
strategic insights

Corporate profile

2

- **Since 1985**, one of Canada's premier market research firms
- Teams in Toronto, Ottawa, Montreal, Saskatoon, Calgary, and Vancouver, with global, multi-national capabilities
- Comprehensive toolbox of quantitative and qualitative **methodologies and analytical** techniques, and constantly innovating with **new cutting-edge approaches** to design, sampling, and analysis
- **Customized, creative solutions**
- Design-through-deliverables engagement from **team** of widely-recognized and respected **senior researcher veterans** who are passionate about developing **long-term advisory partnerships**, helping clients make better decisions
- Deep expertise and extensive experience in **insurance research and NPS® measurement, tracking, and exploration**

Our PromotersOD subscription service ensures you have up-to-date NPS® scores – from your customers – at your fingertips, via monthly updates on a dedicated and secure online dashboard.

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strategic insights

Why Promoters On-Demand?

- NPS® is a **key measure** of your brands' performance, growth, and success.
- Thus, it is important to **always know the current NPS® score and trendline – for your brand(s), your competitors' brands, and the insurance industry as a whole – amongst key customer segments.**
- Our PromotersOD subscription service ensures you always have up-to-date NPS® scores at your fingertips – via **monthly tracking** updates, immediately accessible on a dedicated, secure, and interactive **online dashboard.**
- And, when necessary, we can quickly **supplement the standard deliverables with a deeper exploration of your NPS®, in order to ascertain the key drivers of your score and provide advice on how best to improve it.**

What subscribers receive

4

- **Monthly NPS® tracking for up to 3 brands**
 - Subscription includes **auto insurance and home insurance customer identification question** and NPS® measurement/tracking for up to 3 brands conducted via standard likelihood-to-recommend (0-10 scale) question amongst identified customers
 - Also includes **industry-wide NPS® benchmarks for auto insurance and home insurance**
 - Option to purchase **additional questions** – i.e. to track additional brands, measure consideration or reputation, or identify other customer segments (your own or a competitor's) in order to allow analysis of scores by key audience segments etc.
- Exclusive access to a **secure online dashboard dedicated to your results**
 - **Monthly tracking** displayed in graphical form – including % results and calculated NPS® score
 - **Interactive graphs**, providing results by demographics, geographic region, and your key audiences
 - Displays results by **past 3 and 6-month roll-up – or a more appropriate timeframe** – for more reliable results by smaller provinces and key customer segments

Methodology

5

- Every month, we conduct an **online survey** amongst a randomly-selected, reliable sample of **N=1,228 adult Canadians**. We **identify your customers within that sample** and ask the Likelihood-to-Recommend question amongst them to obtain your NPS®.

PROVINCE	APPROX. SAMPLE PER MONTH
Newfoundland & Labrador	71
Nova Scotia	127
Prince Edward Island	13
New Brunswick	89
Quebec	218
Ontario	385
Manitoba	36
Saskatchewan	33
Alberta	113
British Columbia	143
CANADA TOTAL	1,228

Dashboard Screenshots

[Overview](#)[Trend](#)[Brands](#)

Promoters On-Demand

Overview Dashboard

BRAND A

BRAND B

BRAND C

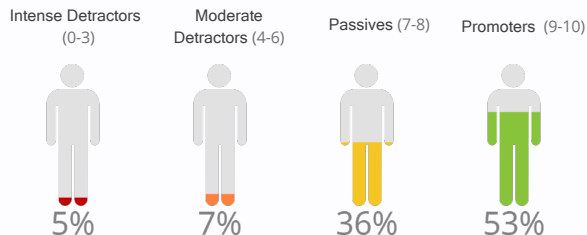
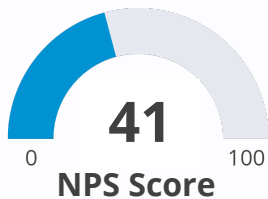
BRAND D

Company X

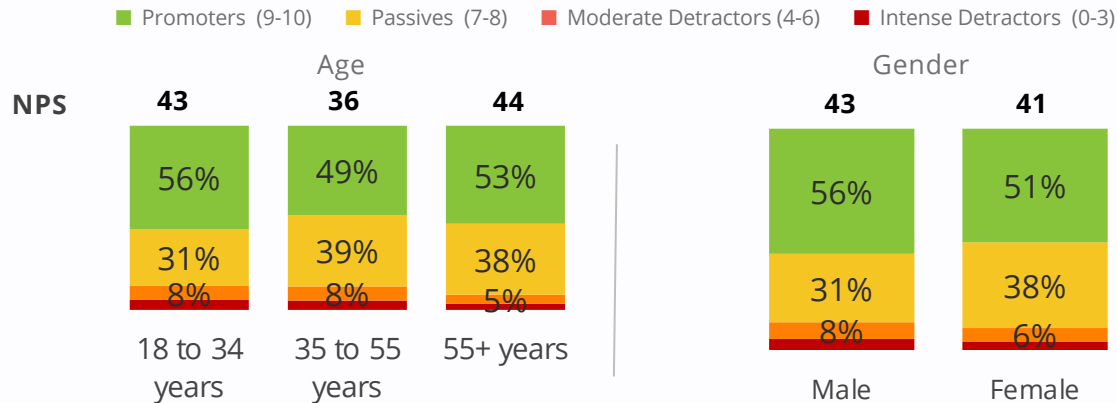
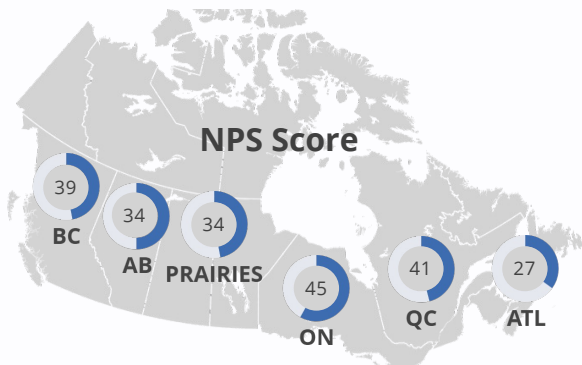
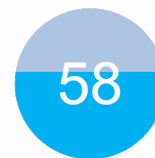
Company Y

Company Z

Jan 23



Overall Industry NPS Score



Dashboard Screenshots

[Overview](#)[Trend](#)[Brands](#)

Promoters On-Demand

Tracking

BRAND A

BRAND B

BRAND C

BRAND D

Company X

Company Y

Company Z

Age:

18 to 34 years
35 to 55 years
55+ years

Gender:

Male
Female

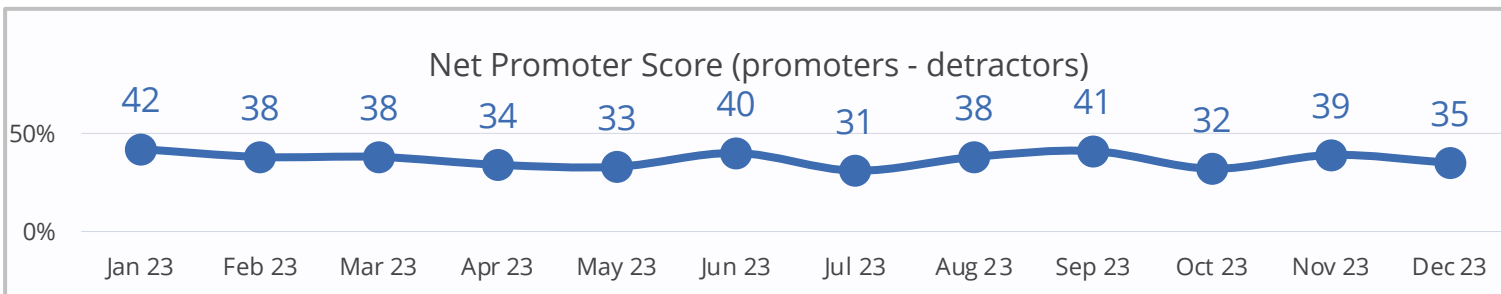
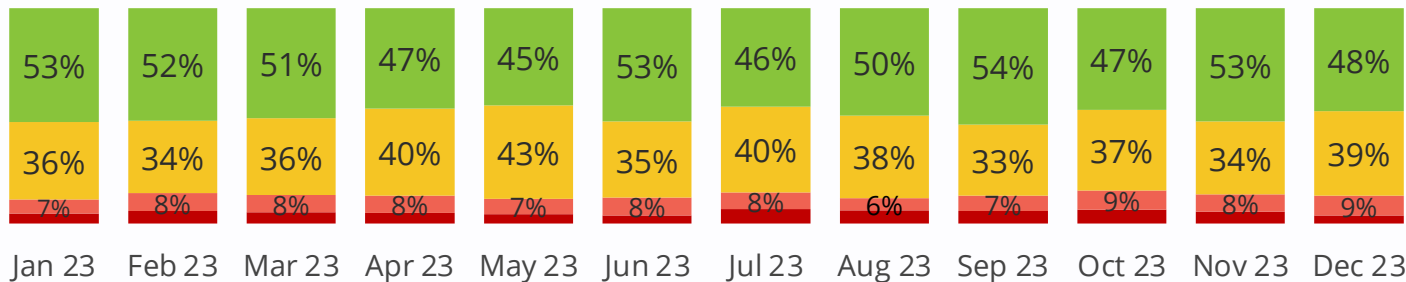
Region:

British Columbia
Alberta
Saskatchewan
Manitoba
Ontario
Quebec
PEI
Nova scotia
Newfoundland
New Brunswick

Key Audience

Primary Customers
Secondary Customers
Brand Engagers

Promoters (9-10) Passives (7-8) Moderate Detractors (4-6) Intense Detractors (0-3)



Dashboard Screenshots

[Overview](#)[Trend](#)[Brands](#)

Promoters On-Demand

Brand Comparisons

Jan 23

Age:

18 to 34 years
35 to 55 years
55+ years

Gender:

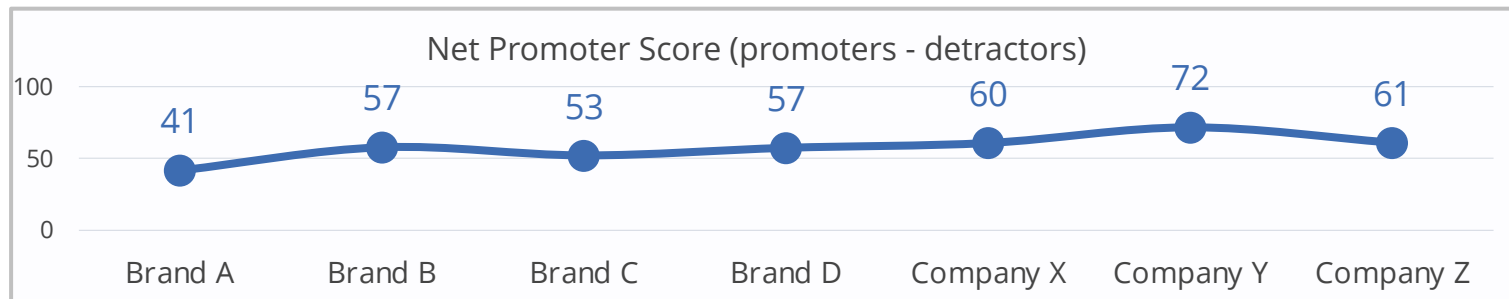
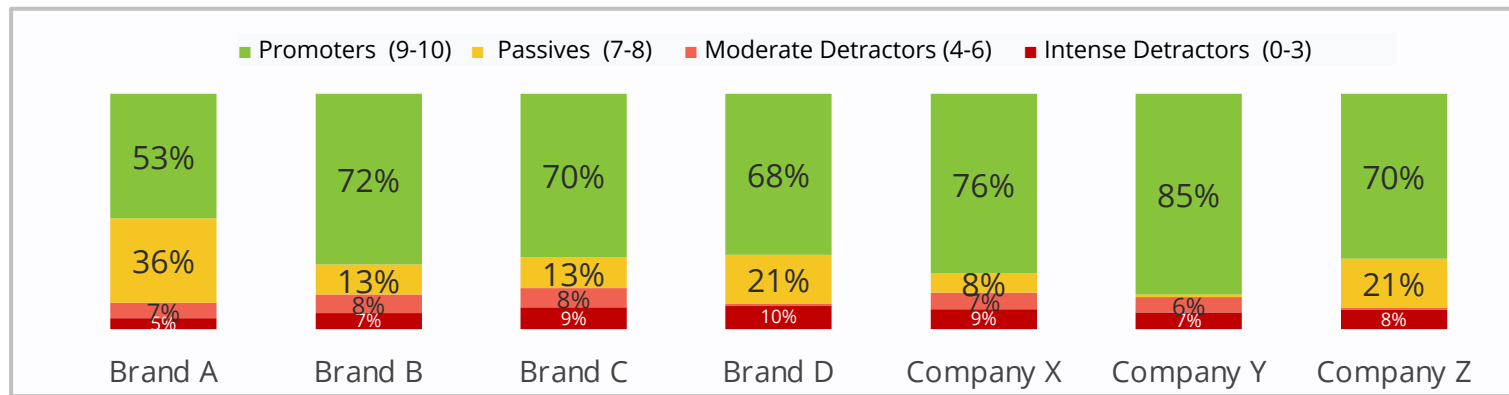
Male
Female

Region:

British Columbia
Alberta
Saskatchewan
Manitoba
Ontario
Quebec
PEI
Nova scotia
Newfoundland
New Brunswick

Key Audience

Primary Customers
Secondary Customers
Brand Engagers



Subscription pricing

Core subscription: \$11,000 + tax

- 12 months of NPS® tracking for up to 3 brands + home insurance industry and auto insurance industry benchmarks
- Access to dedicated interactive dashboard displaying results, updated monthly

Additional questions

- Additional brands: \$750 per brand, for 12 months
- Closed-ended questions: \$2,000 + tax / question, for 12 months
 - Item bank questions: Additional \$750 per item after 1st item
- Open-ended questions: \$1,500 + tax / question, per month

Booster samples

- \$7,000 per additional n=100 geographic sample, for 12 months
- Other booster samples calculated based on incidence

Comprehensive NPS® exploration and analysis

- Custom supplemental survey exploring key drivers of your NPS® and how best to improve it – at **discounted subscribers-only rate**

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Contact us with any questions,
or to subscribe:

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