

Customer Satisfaction Survey (CSS) 2024
Frequent Asked Questions (FAQ)

1. What is the purpose of the Customer Satisfaction Survey 2024?

In line with Bank Negara Malaysia's initiatives, the Customer Satisfaction Survey (CSS) 2024 has been designed to assess Insurance and Takaful industry performance against customer expectation and to improve the quality and transparency of services to insurance and takaful consumers.

The results of the survey will help Insurance & Takaful Operators (ITOs) in Malaysia to deliver a consistent high standard of customer service according to minimum industry standards with a long-term view to empower consumers.

2. What can customers expect from this survey?

Customers can expect to receive an invitation to participate in the survey, either through phone calls, emails, or online survey. The survey should take only a few minutes to complete and will ask for customer experience feedback on the service provided by the Insurance and Takaful operators.

3. Who is conducting the survey?

The Customer Satisfaction Survey 2024 is being conducted by NielsenIQ (Malaysia) Sdn Bhd, an independent market research agency. NielsenIQ has been appointed on behalf of the Malaysian Takaful Association (MTA), Life Insurance Association of Malaysia (LIAM), and Persatuan Insurans Am Malaysia (PIAM), which represent the Insurance and Takaful industry in Malaysia.

For more information about NielsenIQ, please visit their website at niq.com. By working with NielsenIQ, the Insurance and Takaful industry is ensuring that the survey results will be impartial and representative of customer opinions.

4. Why should I participate in this survey?

Your participation in the survey will help the Insurance and Takaful industry to improve its customer service levels and better serve you in the future. By providing your feedback, you will be making a valuable contribution to the industry's efforts to provide an exceptional customer experience.

5. Will my personal information be shared with anyone else?

No, the personal information collected from participants, if any, in the Customer Satisfaction Survey 2024 will not be shared with any third party. All participant responses will be kept confidential and used only for statistical purposes.

Responses from the survey may be shared with relevant Insurance & Takaful Operators (ITOs) for the purpose of producing and publishing statistics. However, this data will not contain any personal identification information or contact details, and no individual or business will be identifiable from the results.

Data Protection and Privacy Policy

Participation in the survey is voluntary, and any information provided will only be used with participant's consent. Your feedback will be processed in compliance with the Personal Data Protection Act 2010, ensuring that all personal information is protected and kept confidential.

The respective insurance companies have signed a Non-Disclosure Agreement (NDA) with NielsenIQ Malaysia and the data provided is only meant for the purpose of Customer Satisfaction Survey (CSS) 2024.