

SA-csi


since 2012

Absa Life

Life Insurance 2021



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About us

South Africa's ONLY Customer Satisfaction Index

The South African Customer Satisfaction Index (SA-csi) is an independent national benchmark of customer satisfaction of the quality of products and services available to household consumers in South Africa.

Founded in association with the University of Pretoria, and supported by both academia and industry, the SA-csi is the first independent, comprehensive national customer satisfaction index with international comparability in South Africa.

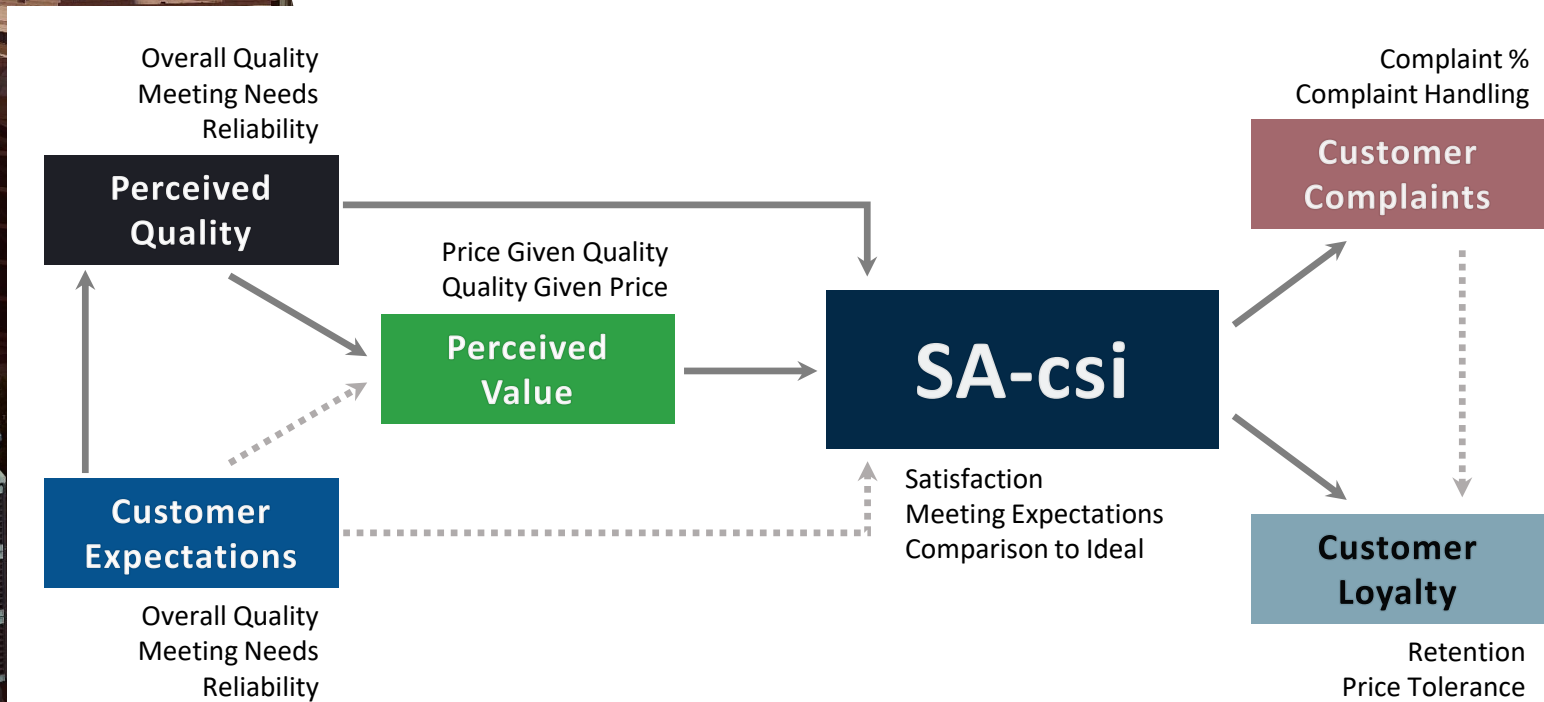
SA-csi Model

Results you can trust...

There are various surveys available across a number of market sectors in South Africa. Some measure across the same sectors BUT they do not measure the same thing... customer satisfaction.

Customer satisfaction is complex which is why we measure customer satisfaction using a multi-variate model.

SA-csi uses a combination of weighted indices across perceived quality, perceived value and customer expectations in addition to tracking customer complaints and indications of likelihood to repurchase in the future.



SA-csi Model

Robust sampling you can count on ...

SA-csi has carried out more than 450 000 interviews with samples matched to categories and time of the year to ensure consistency.

Using random sampling across its base, results can be trusted at the 90% Confidence Level with a 5% Margin of Error.

SA-csi uses the most cost-effective samples whilst still delivering results you can count on.



24
Industries



107
Brands



450k
Sample

Public Administration /
Government

Manufacturing/
Durable Goods

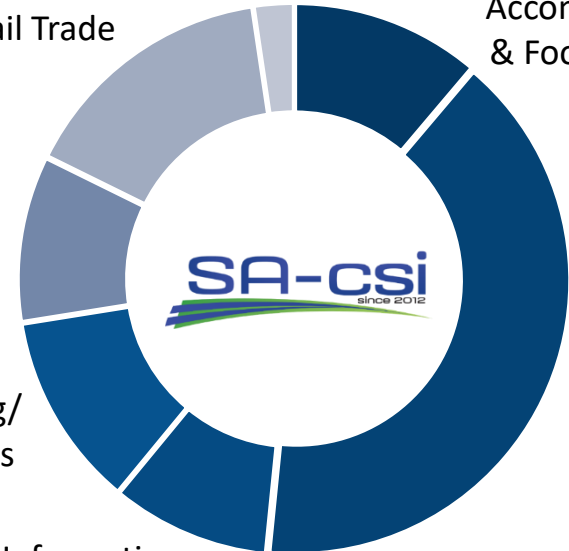
Information

Retail Trade

Transportation & Warehousing

Accommodation
& Food Services

Finance &
Insurance



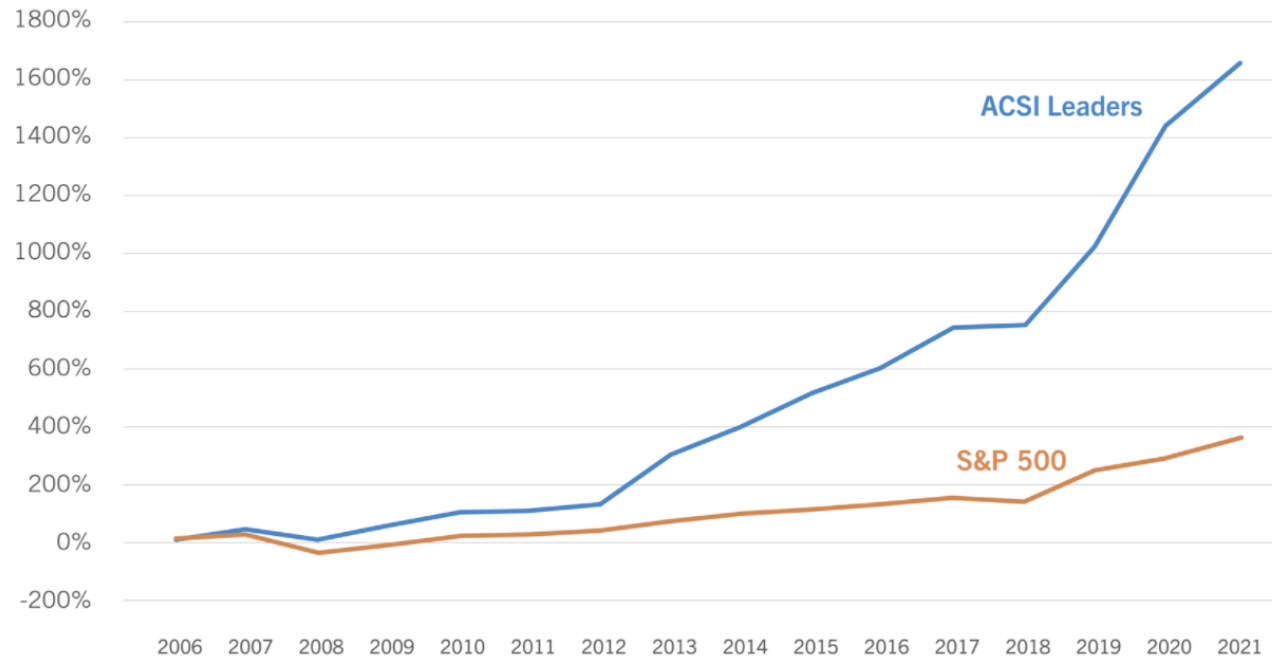
SA-csi Model

Make better decisions ...

SA-csi remains committed to maintaining its leadership position in customer satisfaction measurement and tracking.

SA-csi delivers strategic insights leading to real CX transformation, pointing executives and business leaders to the areas of the business that need their immediate attention and that will have the most impact.

Cumulative Stock Returns: The American Customer Satisfaction Index (ACSI) Leaders vs. the S&P 500



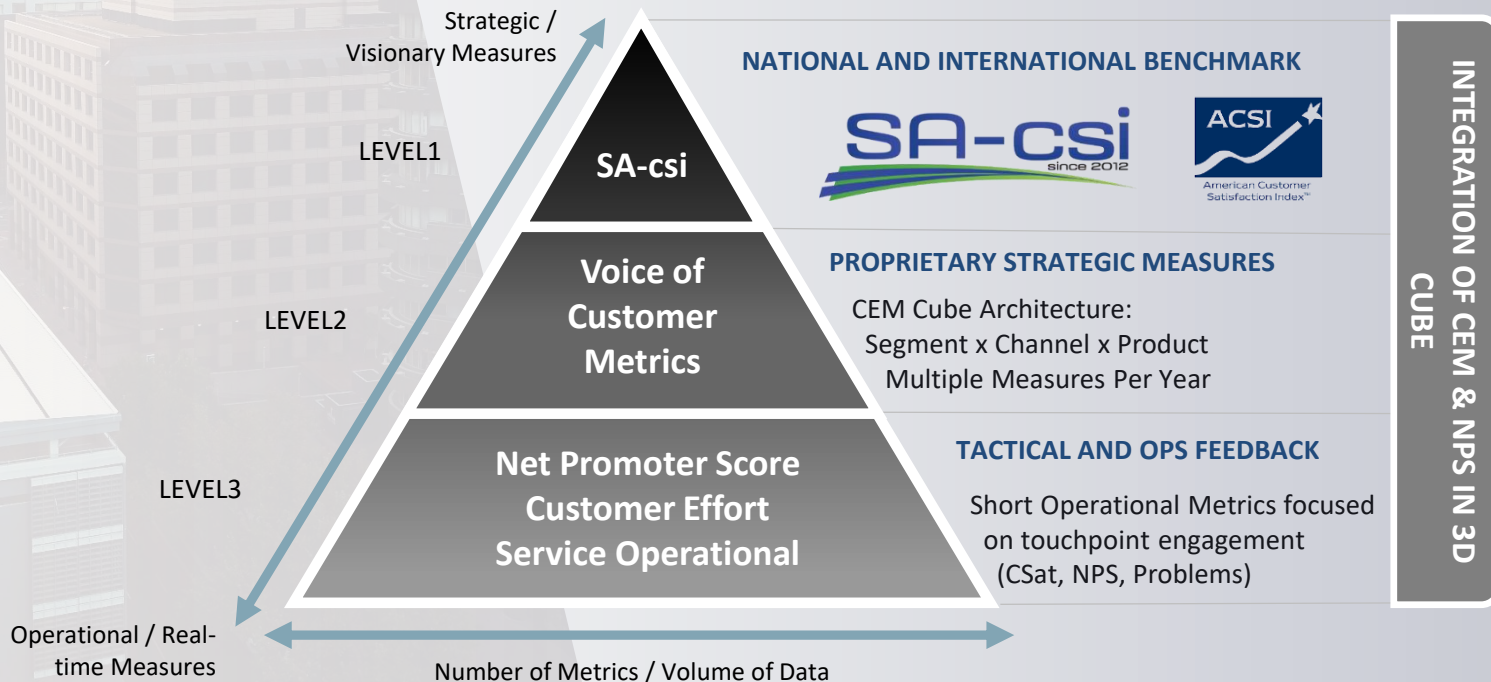
SA-csi Model

Make SA-csi part of your CX transformation...

The SA-csi is a top-down approach that begins with the most strategic of measures; benchmarking locally and internationally. This progresses through to traditional experience measures (Voice of Customer). Real-time and/or post-transaction measures are not included in the scope.

Consulta's CX transformation methodology is approved by the World Bank.

Consulta offers South Africa's ONLY holistic, guaranteed solution to accelerated CX transformation.



ADDITIONAL METRICS

Key-Driver Analysis

This analysis is based on customer evaluation of detailed aspects related to the product or service under evaluation and provides a view of your own performance for each respective aspect relative to the best performing competitor. Furthermore, a regression analysis is conducted to determine the relative importance of each aspect, allowing you to focus on the most critical aspects first.

Complaint Analysis

Customer complaints are categorized, structured, and visualized in an easy to view format. Furthermore analysis is conducted in order to understand complain type severity, giving you the power to focus on the resolution of specific problem types.

Net Promoter Score

Over and above the two manifest variables estimating the Loyalty dimension of the SA-csi, the likelihood to recommend is added in order to track the correlation with Net Promoter Score (NPS).

Apostle Model

This model uses the customer's overall satisfaction and their likelihood to choose the same Brand again through segmenting them into 4 groups: Loyalists, Hostages, Mercenaries and Defectors.

Sentiment Analysis

This is based on an open ended question asking respondents to relay the experiences they had with a brand or company. Responses are analysed with Consulta's in-house developed analytics software in order to calculate a brand level sentiment index.

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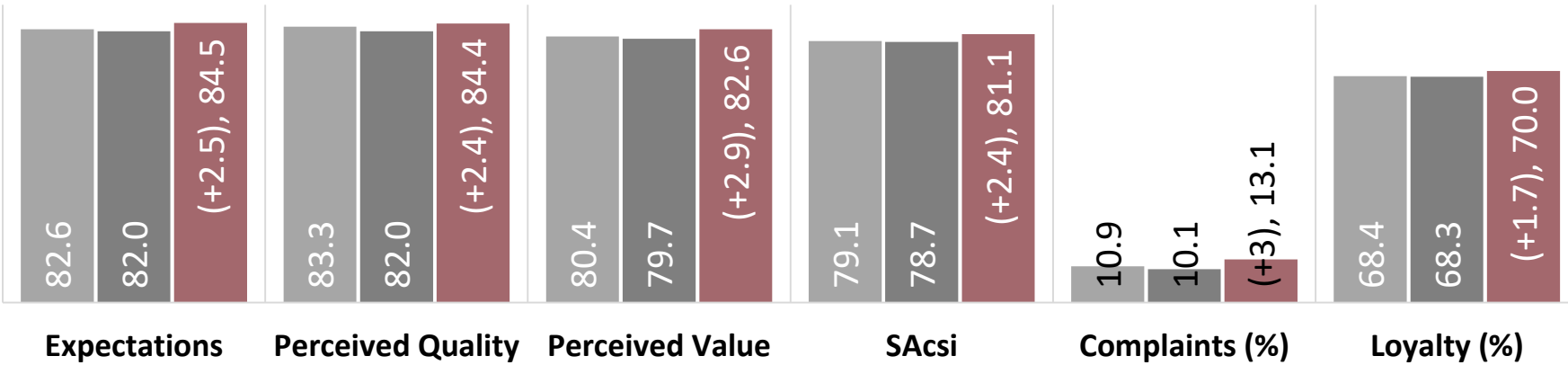
6 Net Promoter Score

7 Treating Customers Fairly

Summary of Key Metrics

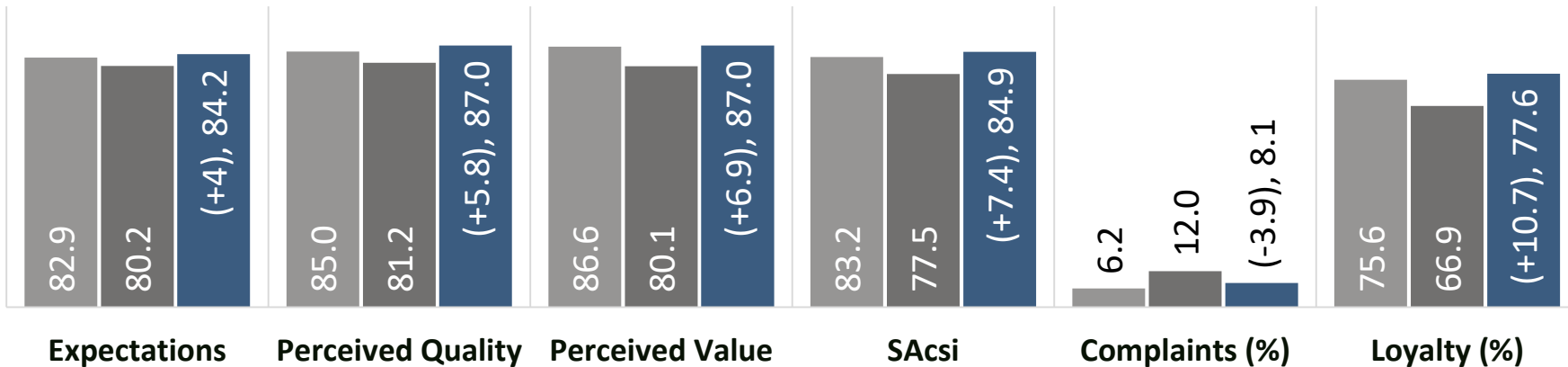
Industry key metrics summary

■ 2019 ■ 2020 ■ 2021



Absa Life key metrics summary

■ 2019 ■ 2020 ■ 2021



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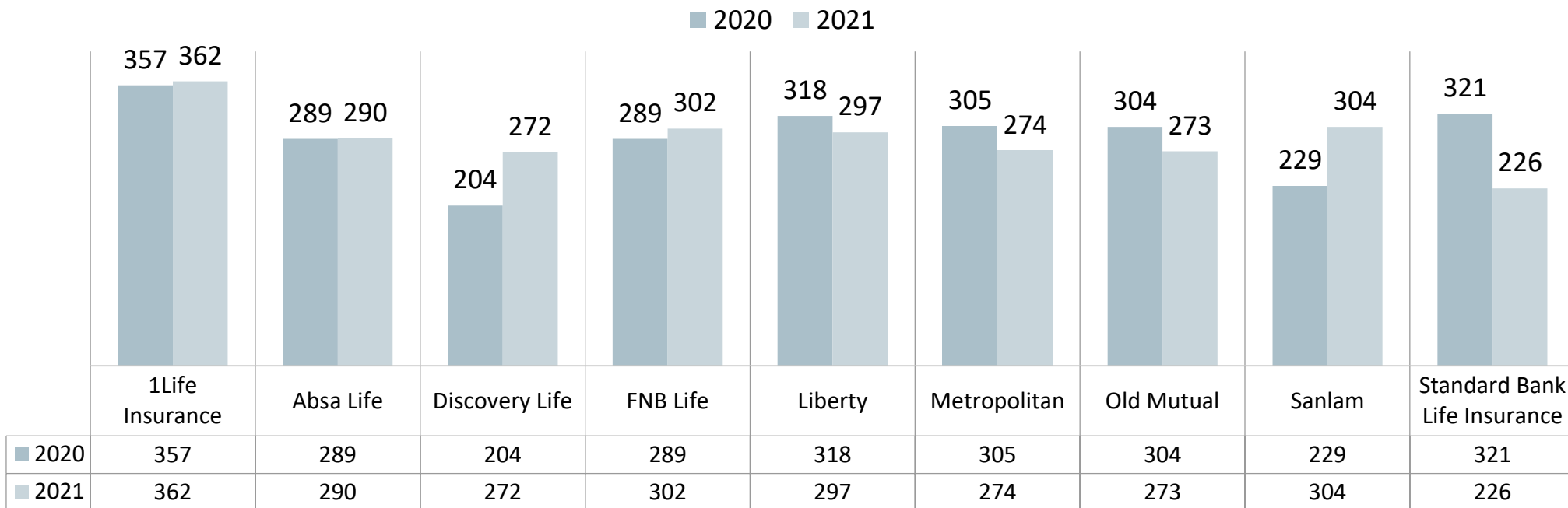
7 Treating Customers Fairly

Methodology & Sample Sizes

Data was collected during the 3rd and 4th quarter of 2021 using the Verint Enterprise Feedback Management system. Survey participants were sourced through a combination of random digit dialling, from Consulta’s survey community (ConsultaPanel), and supported by contact lists provided by subscribing brands. In order to prevent the practice of cherry picking, data collected through random digit dialling and from the Consulta community is compared to those obtained from lists provided by subscribers.

The telephonic (CATI) and online survey (WEB) ratio is kept constant for all brands measured in order to prevent differences in scores by virtue of the data collection methodology, in other words a distortion resulting from the data collection methodology.

Overall Sample Per Brand (Alphabetical Order)



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Model Results
**Expectation
& Quality**

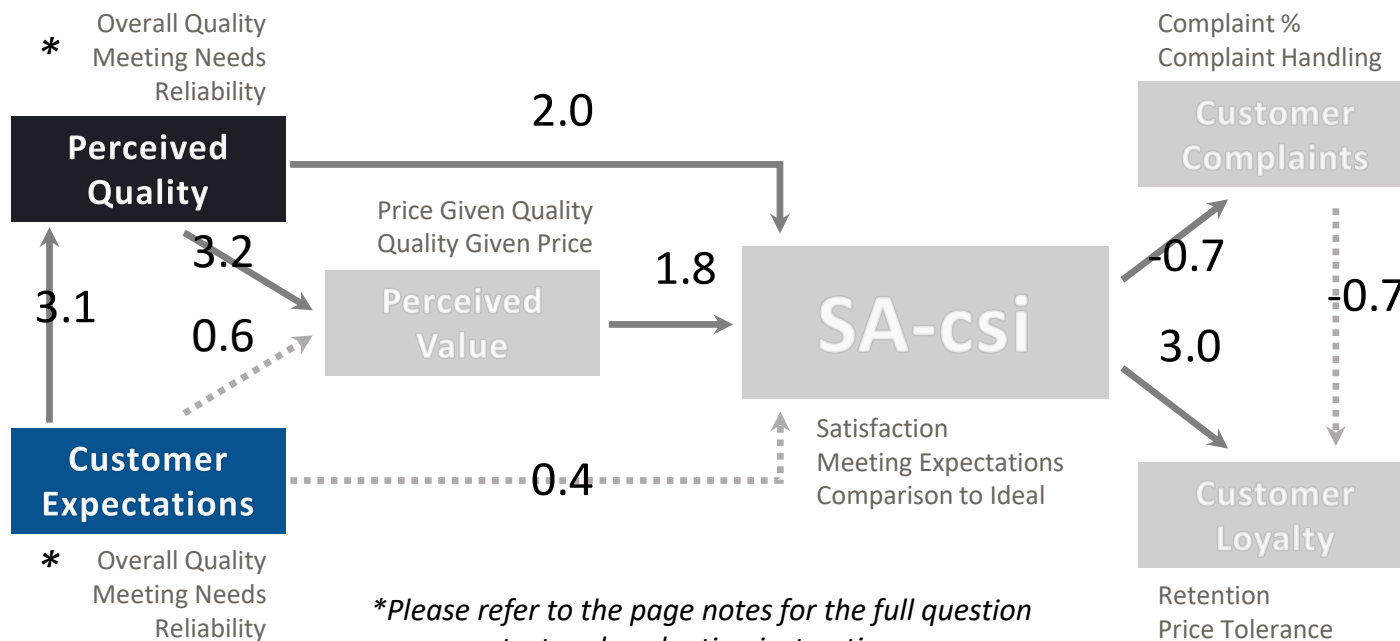
Overall quality, meeting needs, and
reliability (things not going wrong)

Customer Expectations & Perceived Quality

Customer expectation is a measure of the customer's anticipation of the quality of a company's products or services. This includes some non-experiential information like advertising and word-of-mouth, as well as a forecast of the company's ability to deliver quality in the future.

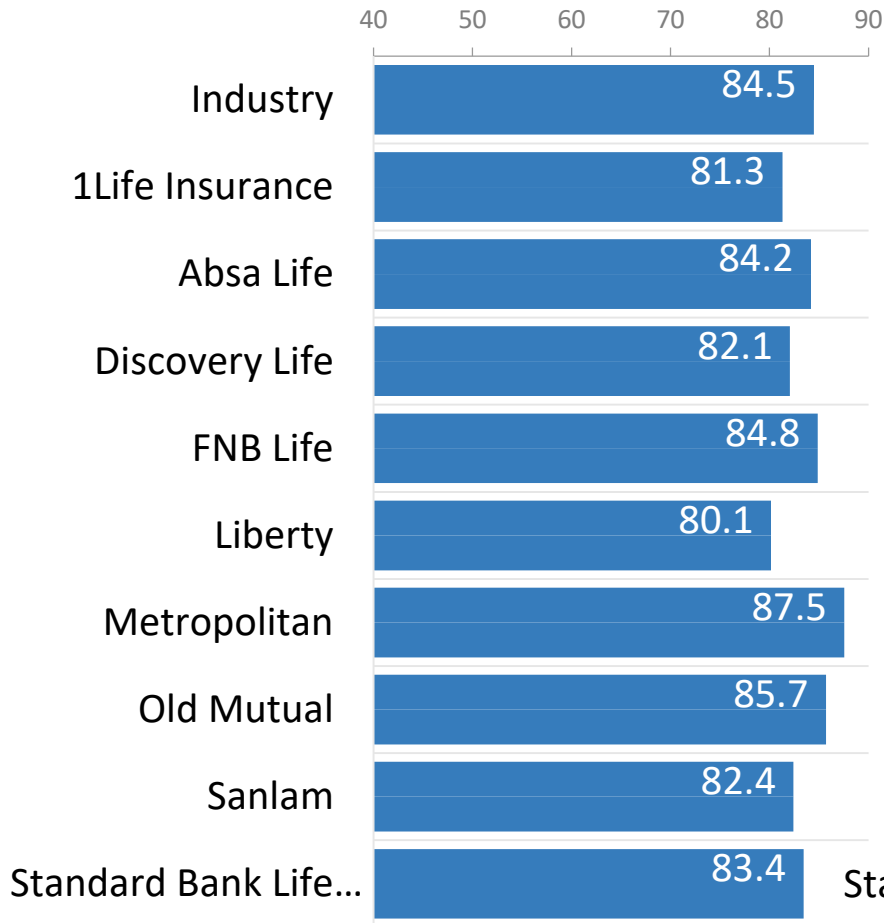
The **perceived quality index** is a measure of the customer's evaluation via recent experience of the quality of a company's level of service and product delivery – i.e. the actual experience (as opposed to what was expected).

The numbers on the arrows show the strength of the relationships between the indices and are called impacts. Specifically, the impact scores provided in the diagram reflect how much a 5-point increase in one index affects subsequent indices in the model.

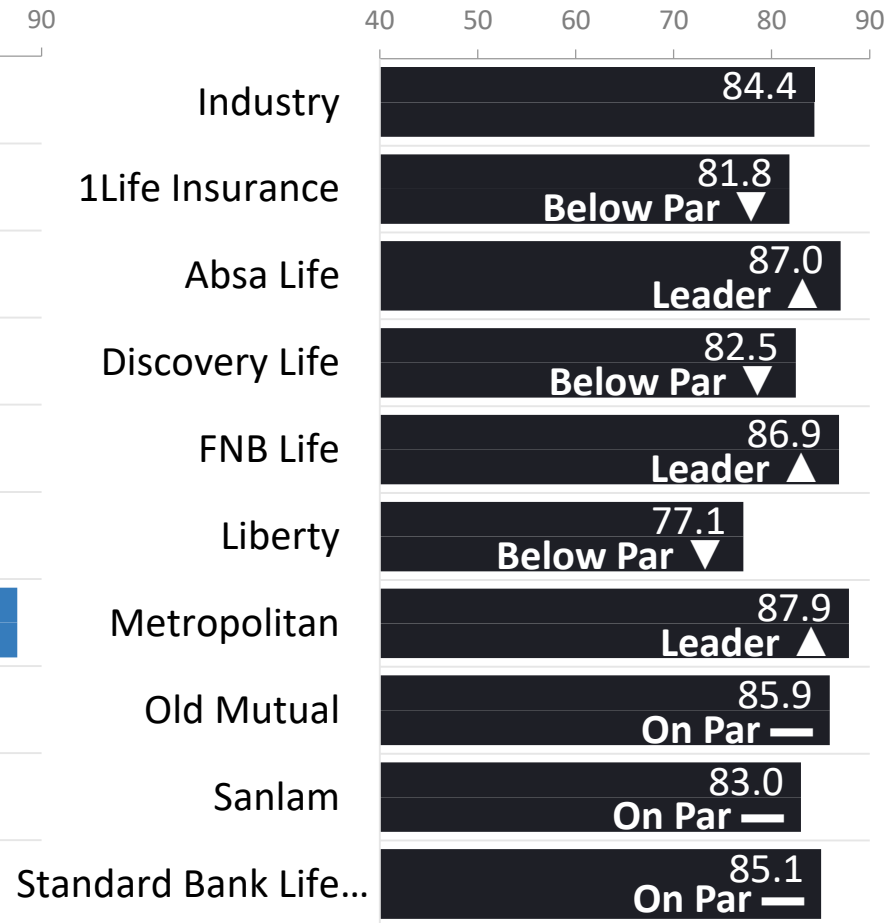


2021 Indices and Classifications

Customer Expectations



Perceived Quality



LEADER

Significantly **better** than industry average



On Par

No statistical difference compared to industry

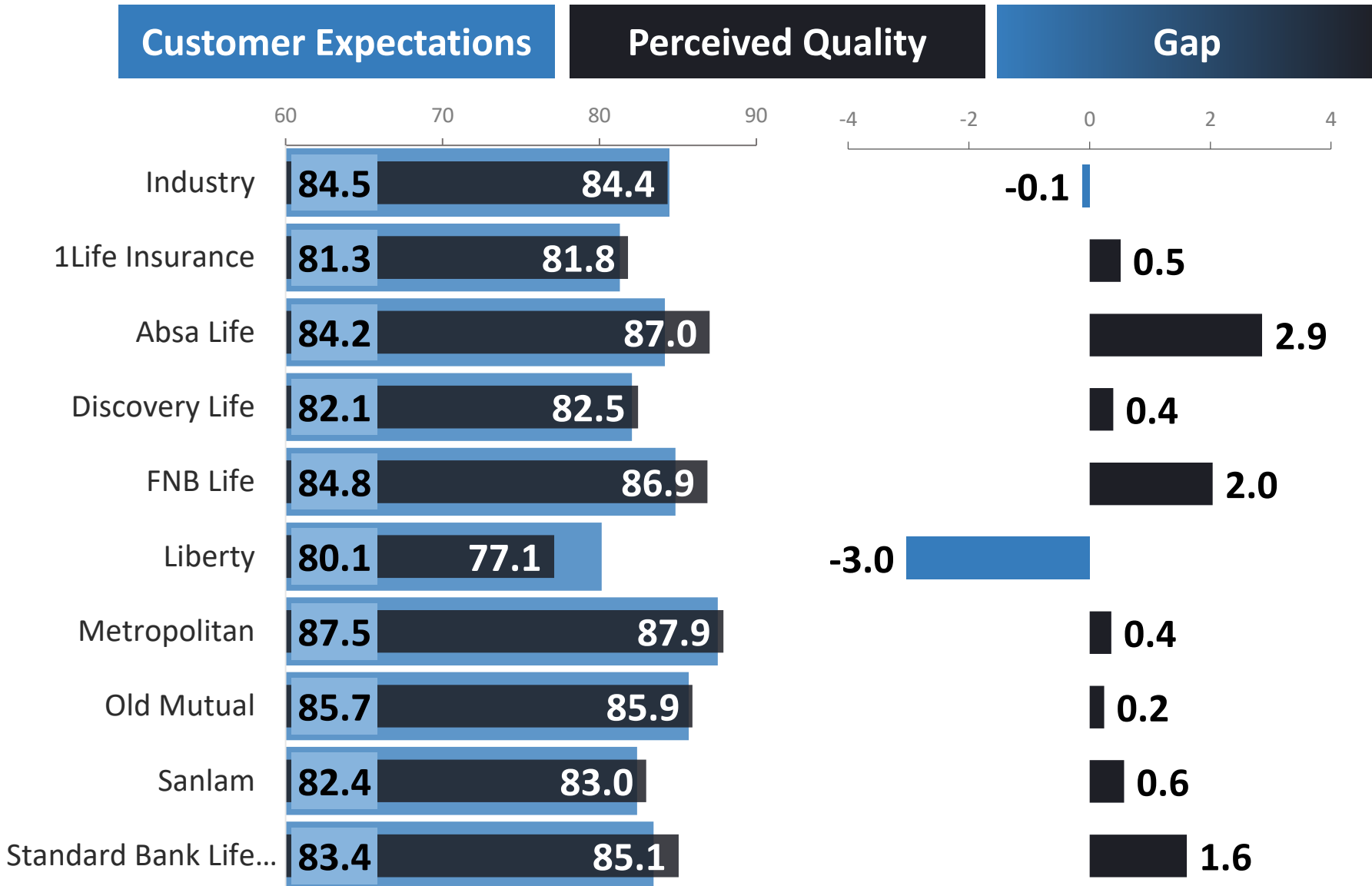


Below Par

Significantly **worse** than industry average

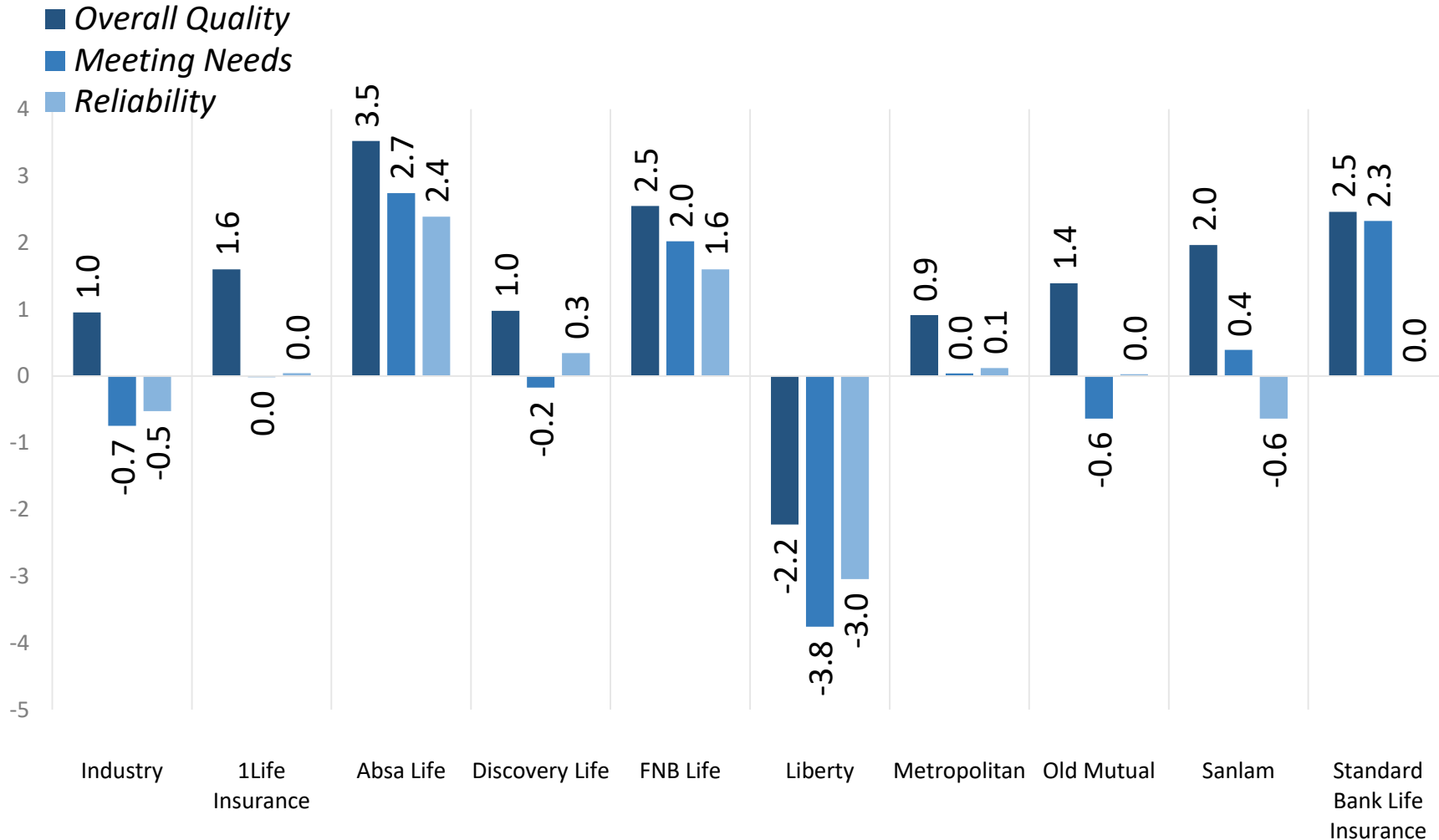


Expectation – Quality Gap



Expectation – Quality Gap (Detailed)

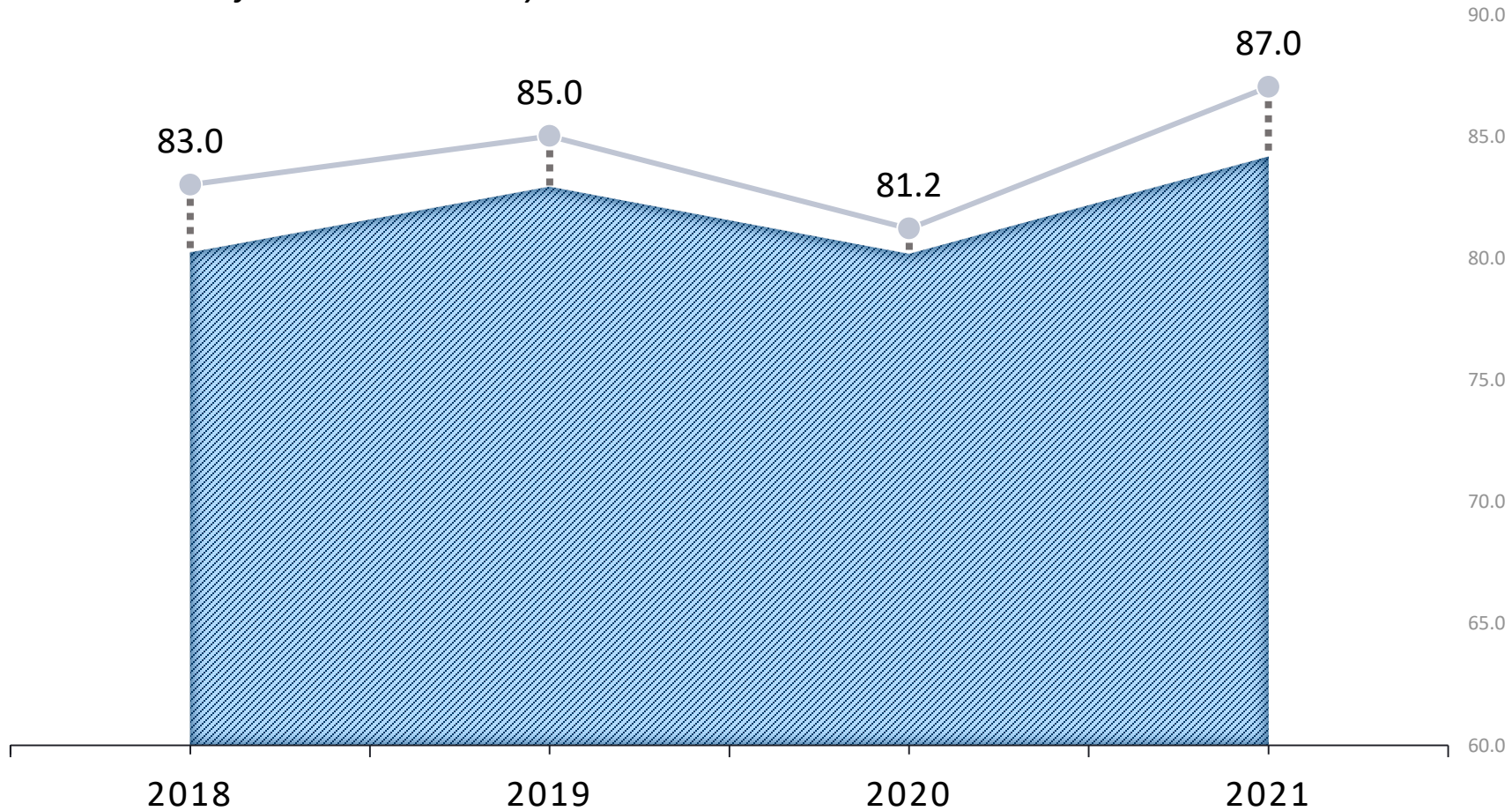
This section indicates the degree to which the industry (and each respective brand therein) exceeds or falls short of customer expectations on each of the 3 three components that constitute the customer expectations and perceived quality indices.



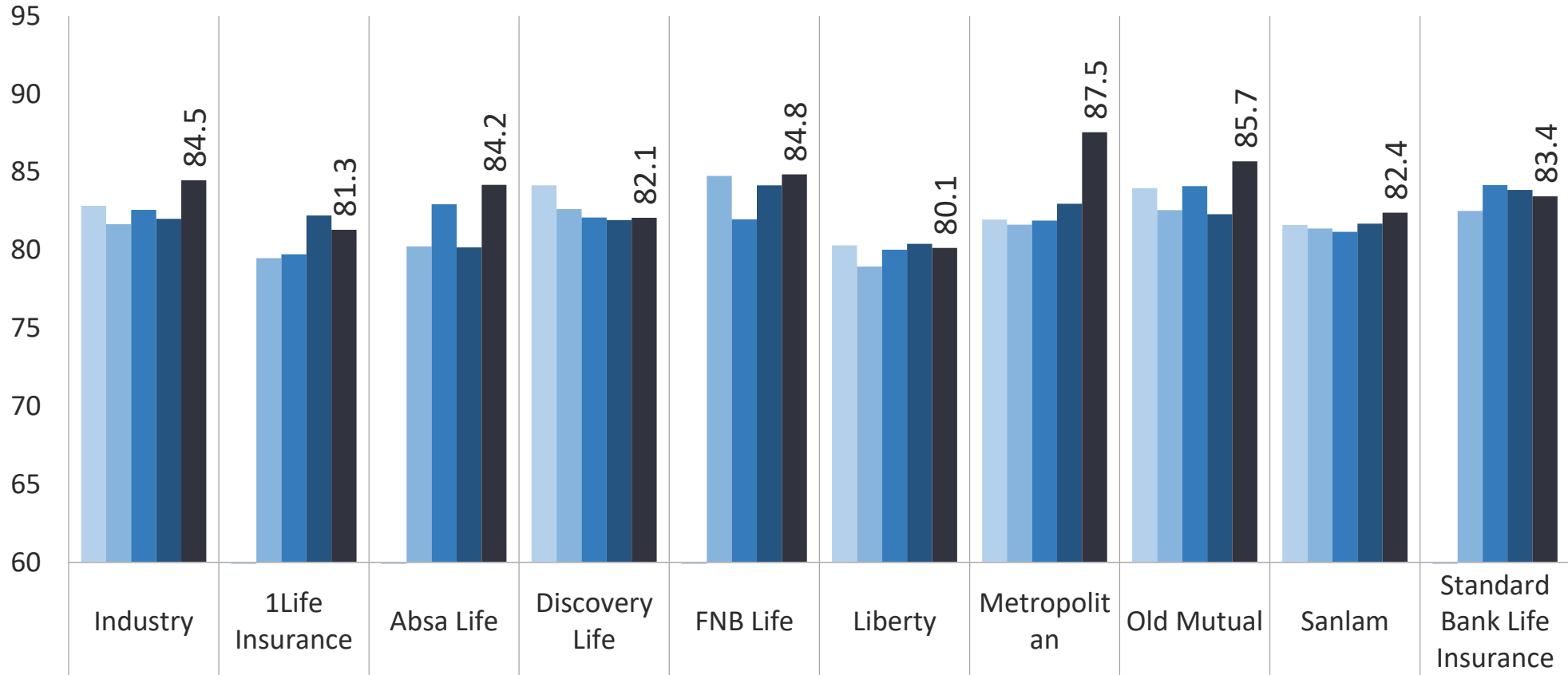
Expectation – Quality Gap Trend

The graph below gives a trend of the gap between your customer’s expectations and actual delivery (perceived quality).

- Absa Life Customer Expectations
- Absa Life Perceived Quality

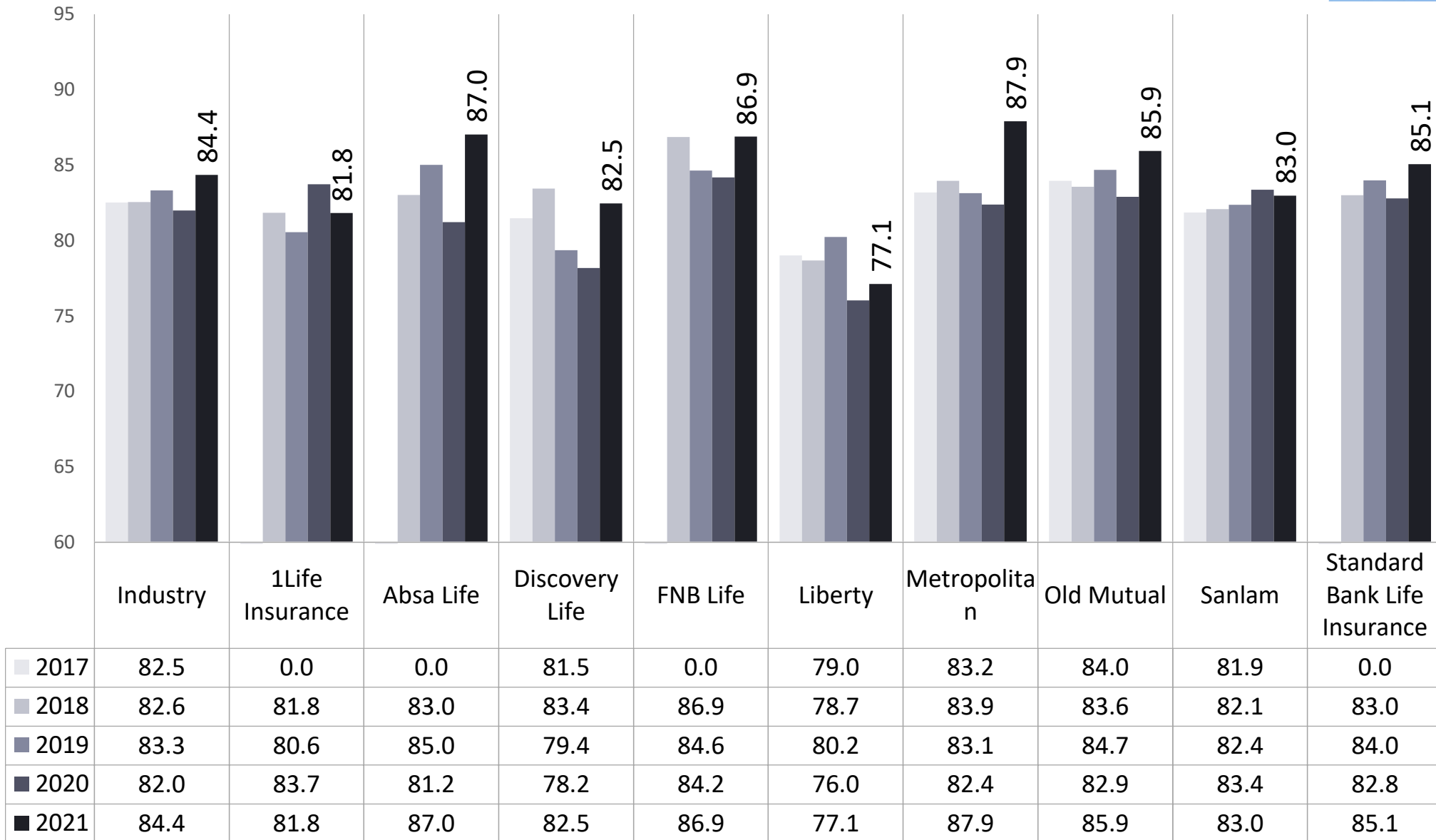


Customer Expectations – 5 Year Trend



Year	Industry	1Life Insurance	Absa Life	Discovery Life	FNB Life	Liberty	Metropolitan	Old Mutual	Sanlam	Standard Bank Life Insurance
2017	82.8	0.0	0.0	84.1	0.0	80.3	82.0	84.0	81.6	0.0
2018	81.7	79.5	80.2	82.6	84.8	79.0	81.6	82.6	81.4	82.5
2019	82.6	79.7	82.9	82.1	82.0	80.0	81.9	84.1	81.2	84.2
2020	82.0	82.2	80.2	81.9	84.2	80.4	83.0	82.3	81.7	83.9
2021	84.5	81.3	84.2	82.1	84.8	80.1	87.5	85.7	82.4	83.4

Perceived Quality – 5 Year Trend





Model Results

Perceived Value

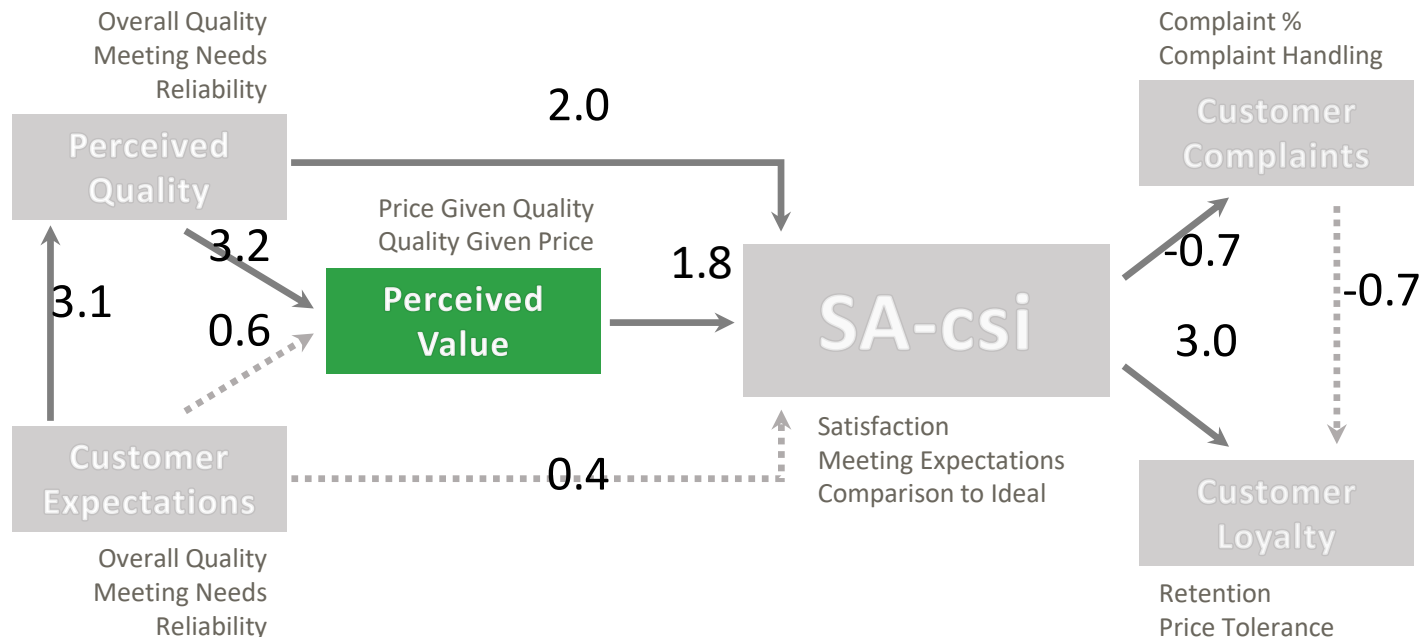
Comparing price relative to quality
and quality relative to price

Perceived Value Index

Perceived value is a measure of quality relative to price paid. Although price (value for money) is often very important to the customer's first purchase, it usually has a somewhat smaller impact on satisfaction for repeat purchases. It is measured in two unique but deliberate ways:

- Overall price given quality, and
- Overall quality given price.

These two aspects are expressed as a ratio (see next slide) between quality and price. This ratio provides an indication of how a brand generates value, i.e. through quality, through price, or a balance between the two. It is known that perceived value directly influences satisfaction, and is affected by expectations and perceived quality.

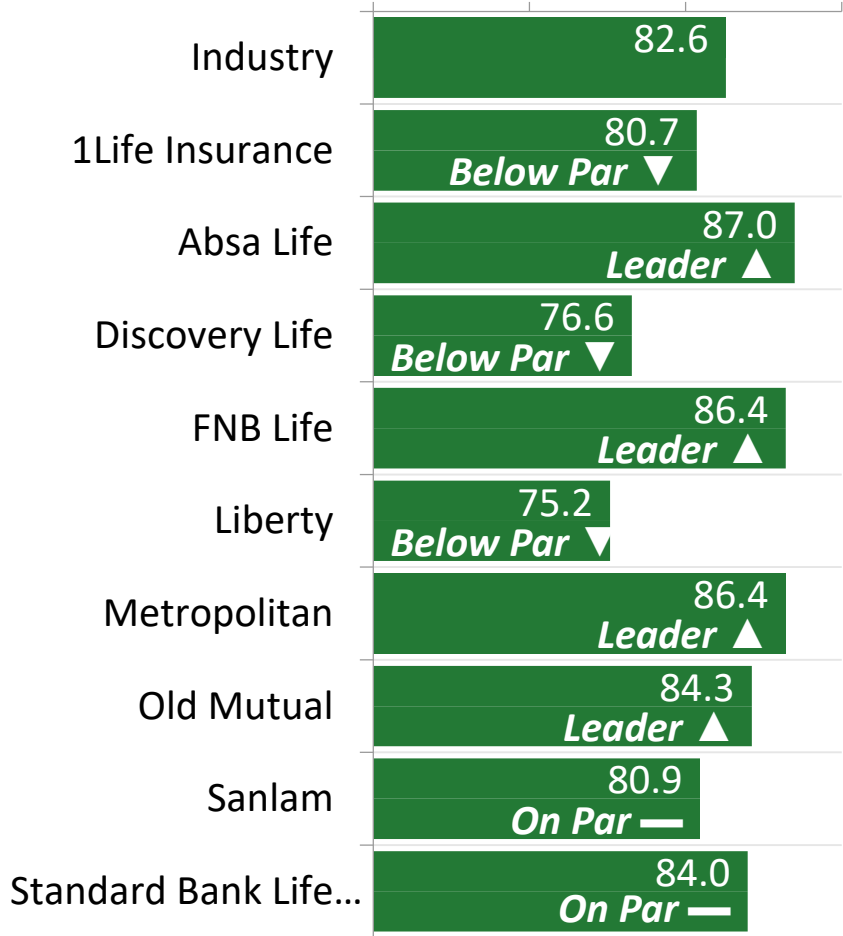


2021 Overall Index and Classification

Value Index

Overall Score

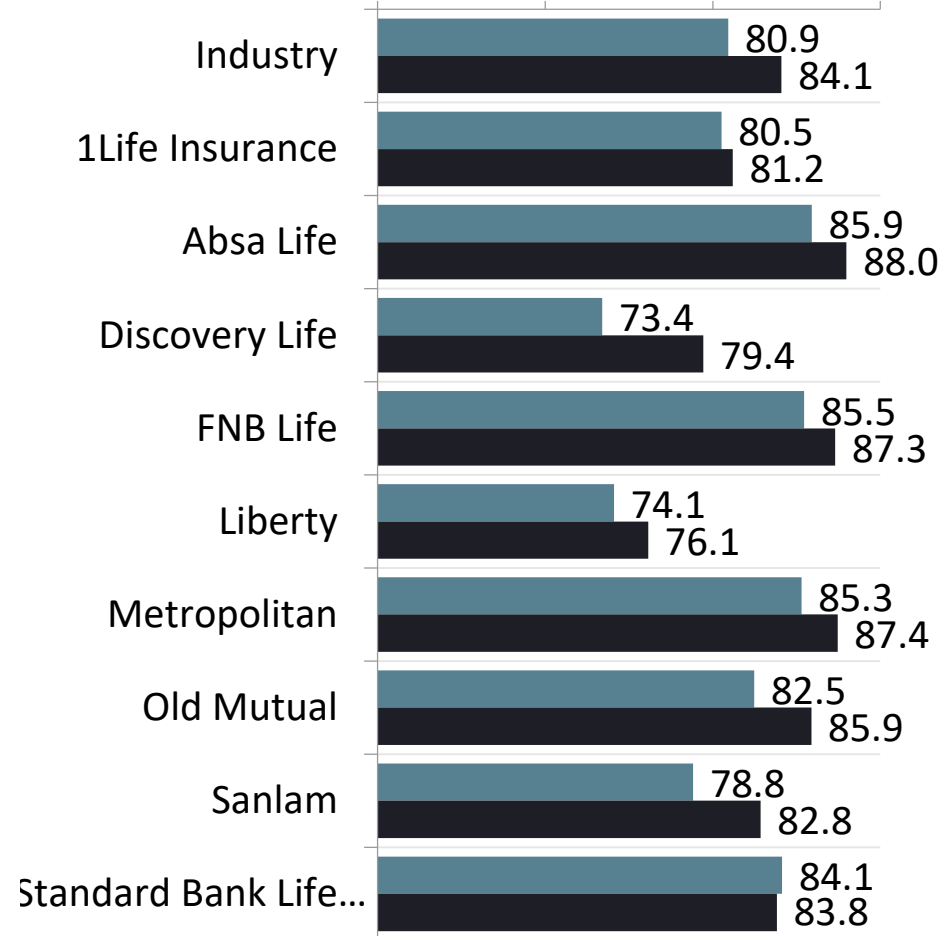
60 70 80 90



Components of Value

Price (given quality) Quality (given price)

60 70 80 90



LEADER

Significantly **better** than industry average



On Par

No statistical difference compared to industry

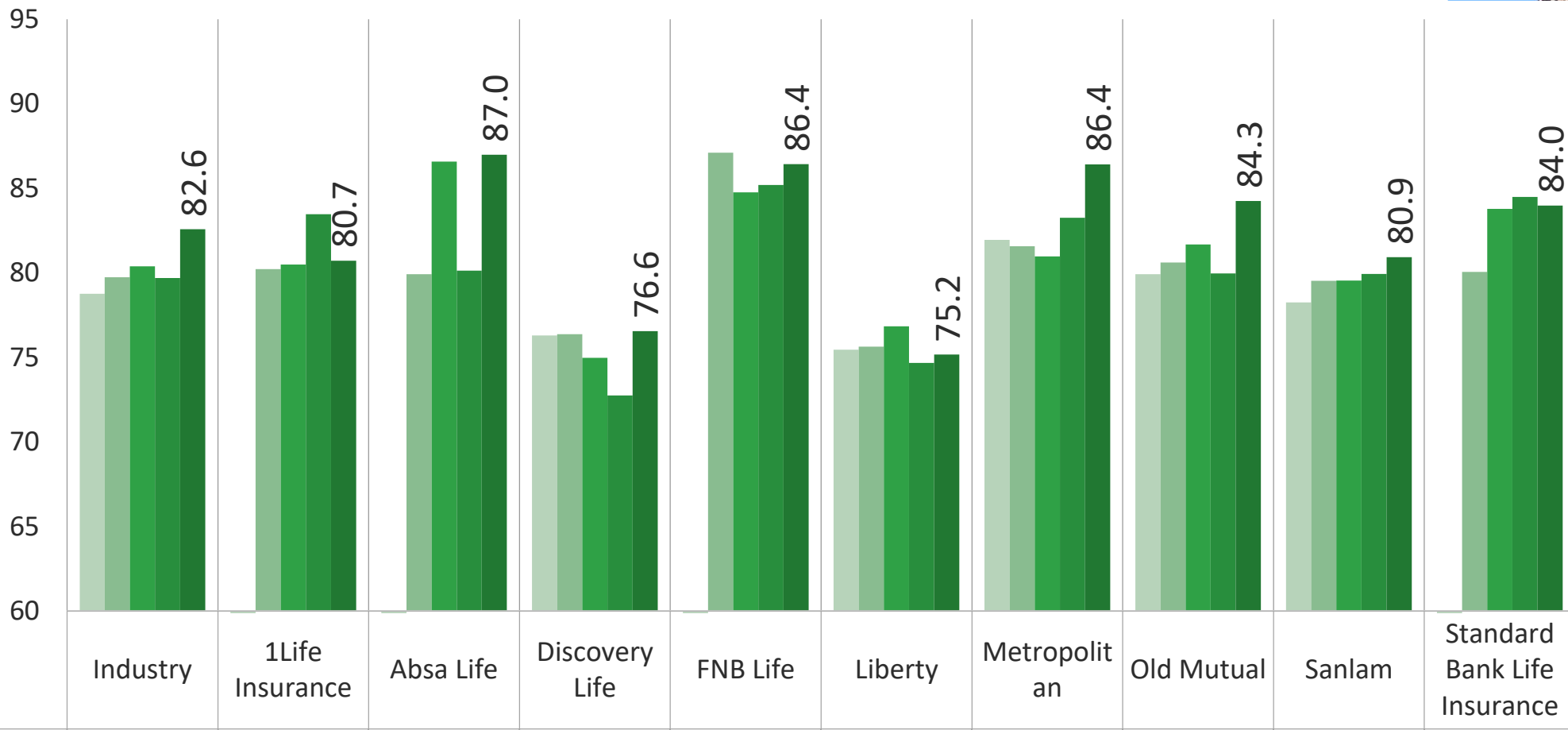


Below Par

Significantly **worse** than industry average



5 Year Trend



2017	78.8	0.0	0.0	76.3	0.0	75.5	82.0	79.9	78.2	0.0
2018	79.7	80.2	79.9	76.4	87.1	75.6	81.6	80.6	79.5	80.1
2019	80.4	80.5	86.6	75.0	84.8	76.8	81.0	81.7	79.5	83.8
2020	79.7	83.5	80.1	72.8	85.2	74.7	83.2	80.0	79.9	84.5
2021	82.6	80.7	87.0	76.6	86.4	75.2	86.4	84.3	80.9	84.0



Model Results

Customer Satisfaction

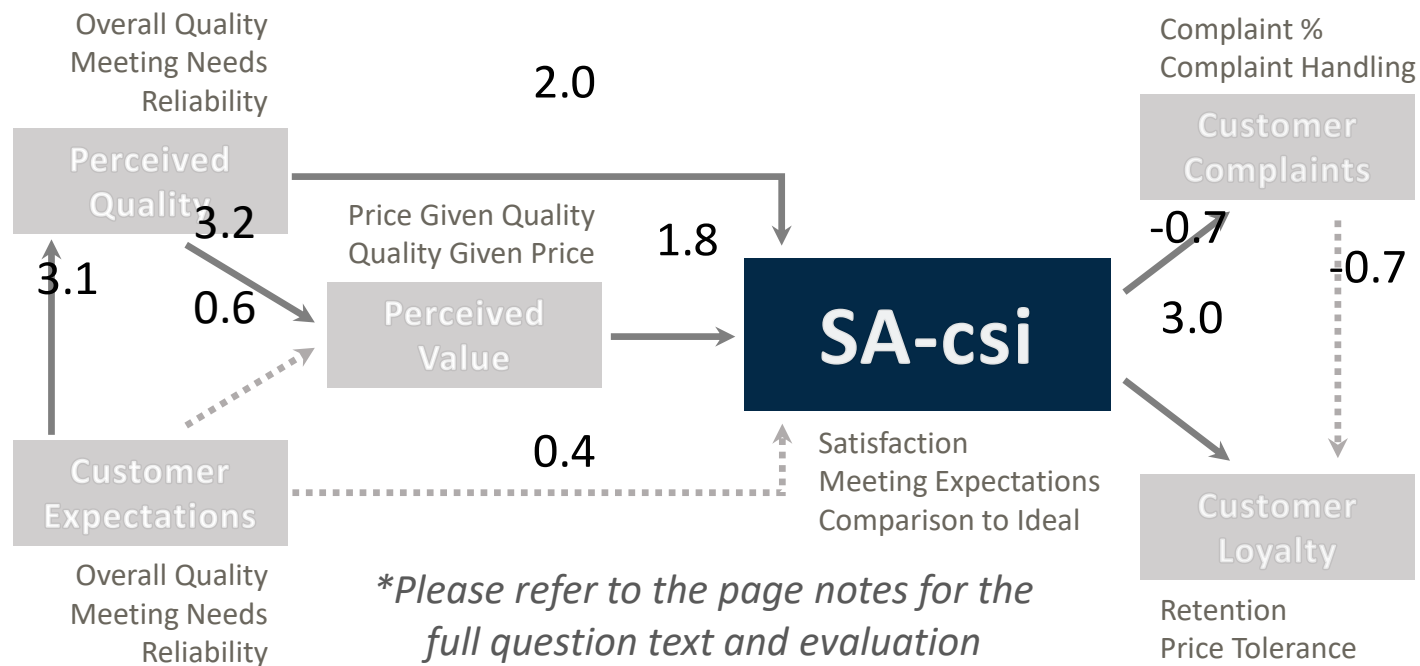
Overall satisfaction, confirmation of expectations and comparison to the ideal life insurer

Customer Satisfaction Index (SA-csi)

The customer satisfaction index (**SA-csi**) is a weighted average of the facets of customer satisfaction with a product or service, namely:

- Overall satisfaction,
- The degree to which the product or service has met, fallen short or exceeded expectations, and
- How the product/service compares to respondents' idea of the ideal product or service.

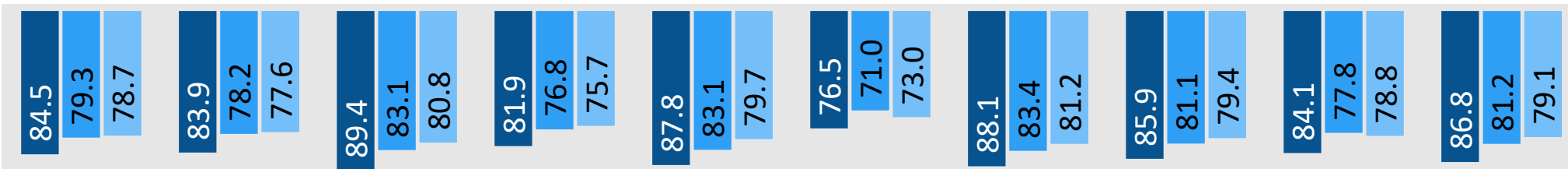
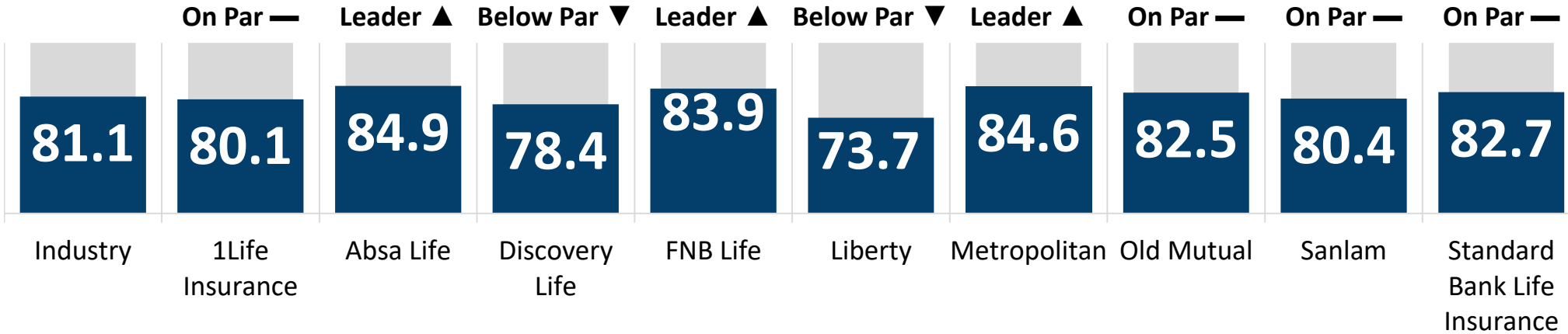
The weights used to calculate the index are determined by an advanced partial least squares model taking into consideration all the preceding factors that influence satisfaction (expectations, quality and value).



2021 Overall Index

SA-csi

■ Overall Index



SA-csi Inputs

■ Overall Satisfaction

■ Confirmation/Disconfirmation of Expectations

■ Comparison to Ideal

▲ LEADER

Significantly **better** than industry average

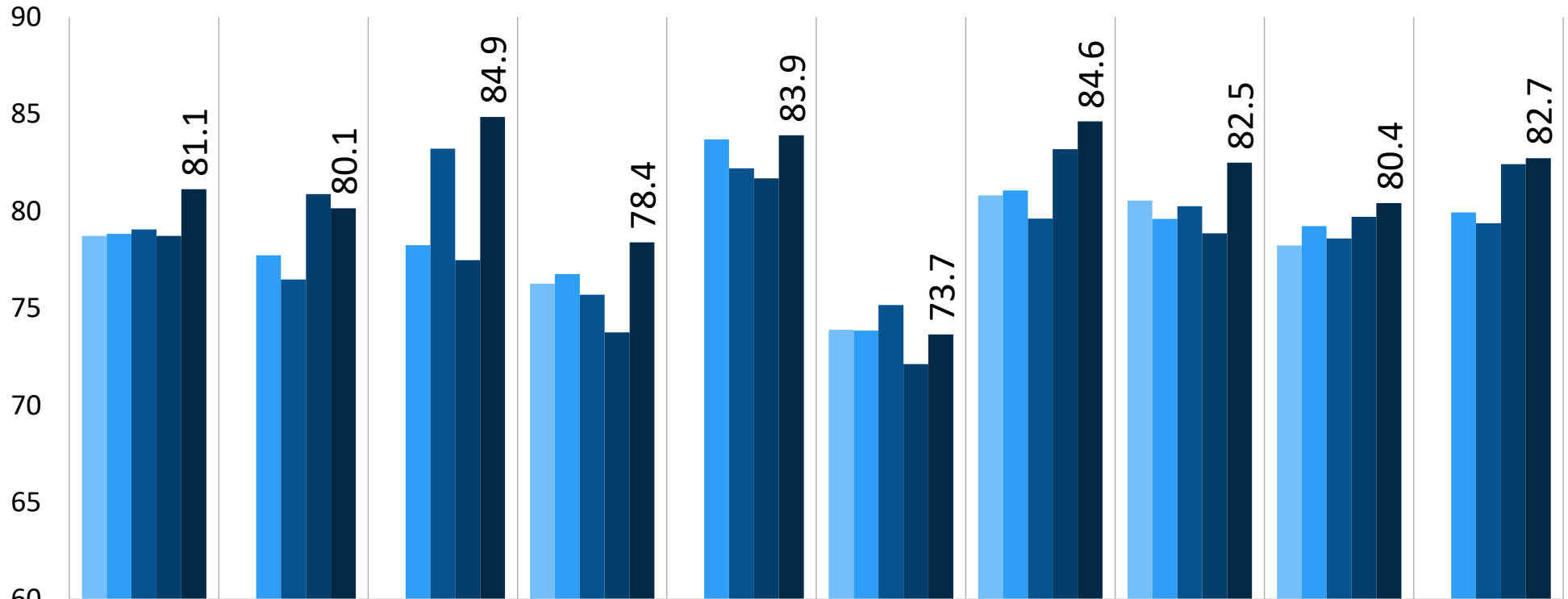
▬ On Par

No statistical difference compared to industry

▼ Below Par

Significantly **worse** than industry average

5 Year Trend



	Industry	1Life Insurance	Absa Life	Discovery Life	FNB Life	Liberty	Metropolitan	Old Mutual	Sanlam	Standard Bank Life Insurance
2017	78.7	0.0	0.0	76.3	0.0	73.9	80.8	80.6	78.2	0.0
2018	78.8	77.7	78.2	76.8	83.7	73.8	81.1	79.6	79.2	79.9
2019	79.1	76.5	83.2	75.7	82.2	75.2	79.6	80.3	78.6	79.4
2020	78.7	80.9	77.5	73.8	81.7	72.1	83.2	78.9	79.7	82.4
2021	81.1	80.1	84.9	78.4	83.9	73.7	84.6	82.5	80.4	82.7



Model Results

Customer Complaints

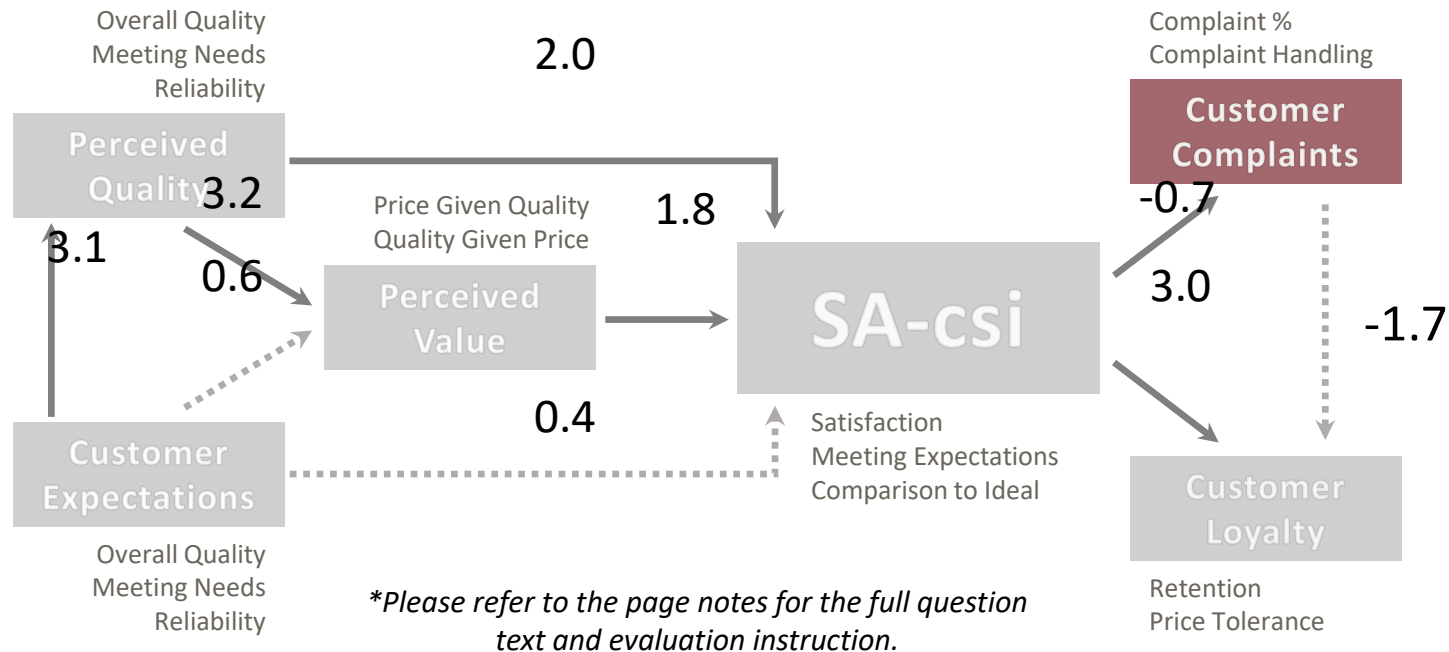
Complaint incidence, complaint
handling and complaint types

Complaint Incidence and Handling

Customer complaints are the percentage of customers who voice their dissatisfaction regarding the product/service under evaluation.

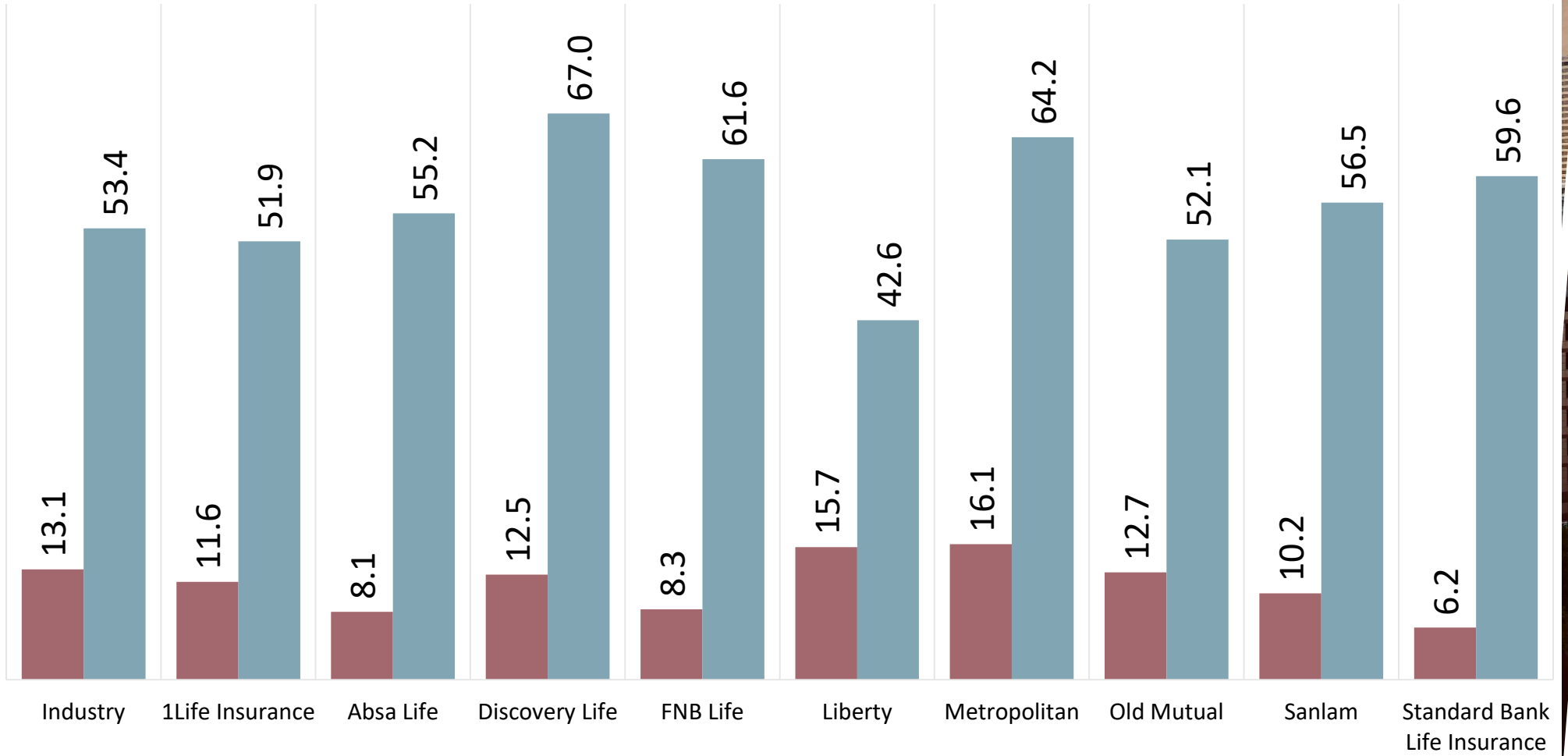
The section contains three distinct metrics:

- The percentage of customers that complained in the last 6 months,
- A rating of how effectively the complaint was dealt with by the entity under evaluation, and
- An open ended question relating the exact nature of the complaint.



Overall Incidence and Handling

■ *Complaint Incidence (%)*
■ *Complaint Handling*



Top 10 Complaint Types (Open-Ended)

The graph below displays the following metrics for each complaints category:

- Frequency and type of complaints received (red bars) and
- SA-csi score (black line)

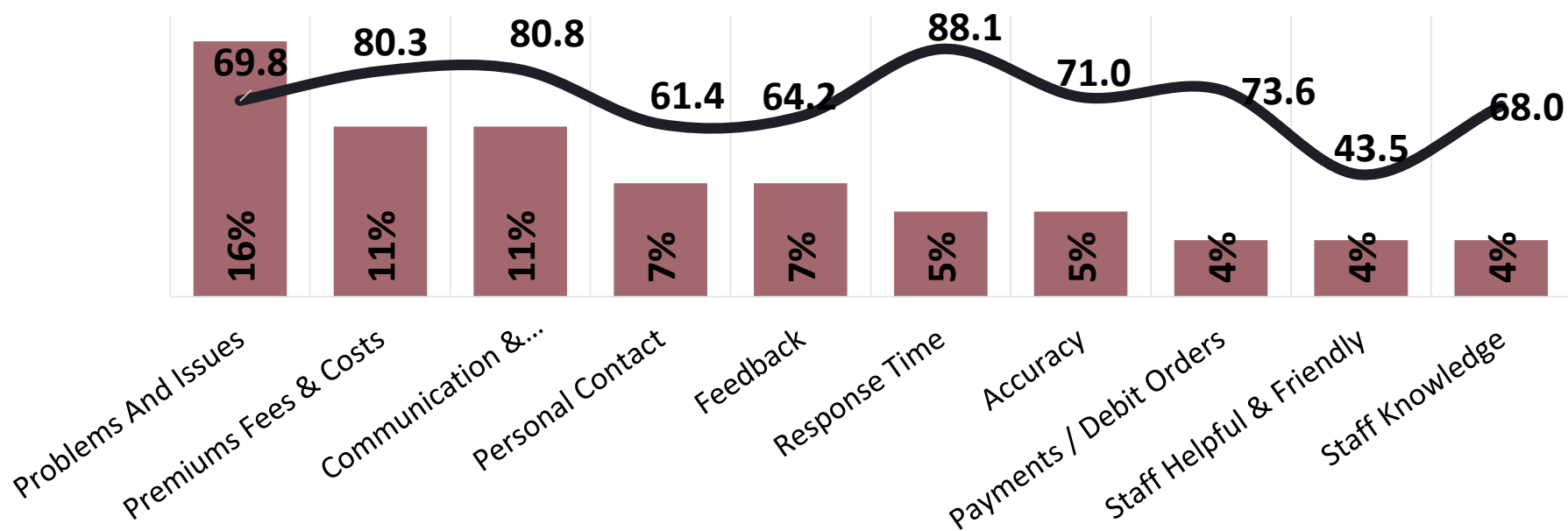
This provides a view of how well a certain complain is handled as well as the effect certain types of complaints have on the SA-csi score of customers who experience a particular complaint.

Please refer to the next page/slide for a description of each category.

This graph displays info for Absa Life specifically

■ Percentage of Mention

— SA-csi for Category



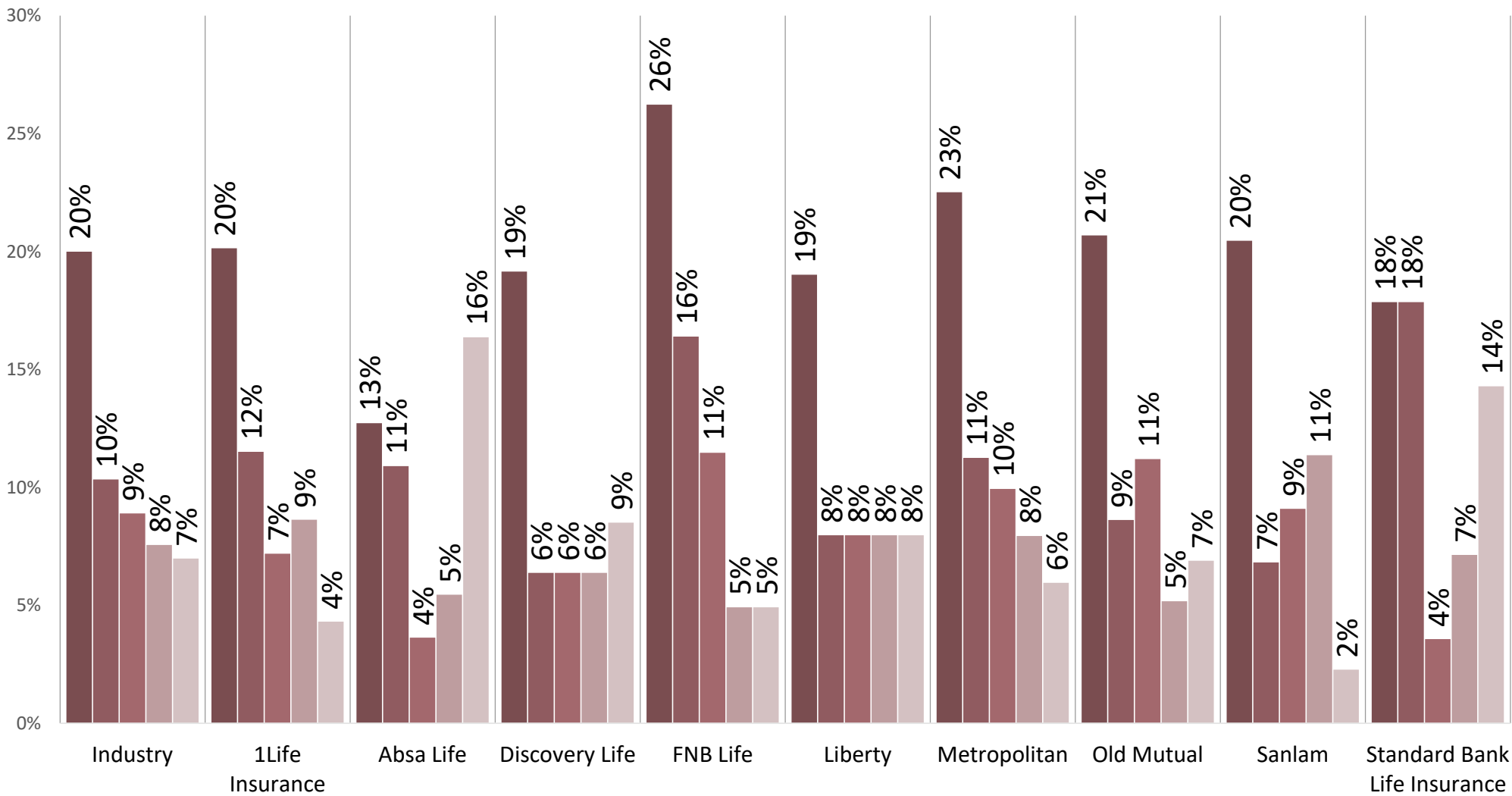
Complaint Category Descriptions

The table below contains descriptions of the complaint verbatim categories.

Category	Complaint Verbatim Category Description
Problems And Issues	This refers to any problems or issues the client experienced with the insurance provider
Premiums Fees & Costs	This refers to the price the clients pay for the product
Communication & Information	This refers to the communication and information provided by the insurance provider
Personal Contact	This refers to any personal contact made from the insurance provider
Feedback	This speaks to medium, speed and overall quality that clients receive information and includes words such as “follow up”, “requests”, “no action”
Response Time	The time it takes to respond to any queries clients might have
Accuracy	This refers to the reliability of information that is given to clients
Payments / Debit Orders	This refers to any payments or debit orders made to the insurance provider
Staff Helpful & Friendly	This refers to the staff being helpful and friendly toward the client
Staff Knowledge	This speaks to how well informed or knowledgeable the staff are regarding their clients issues

Top 5 Industry Complaint Types

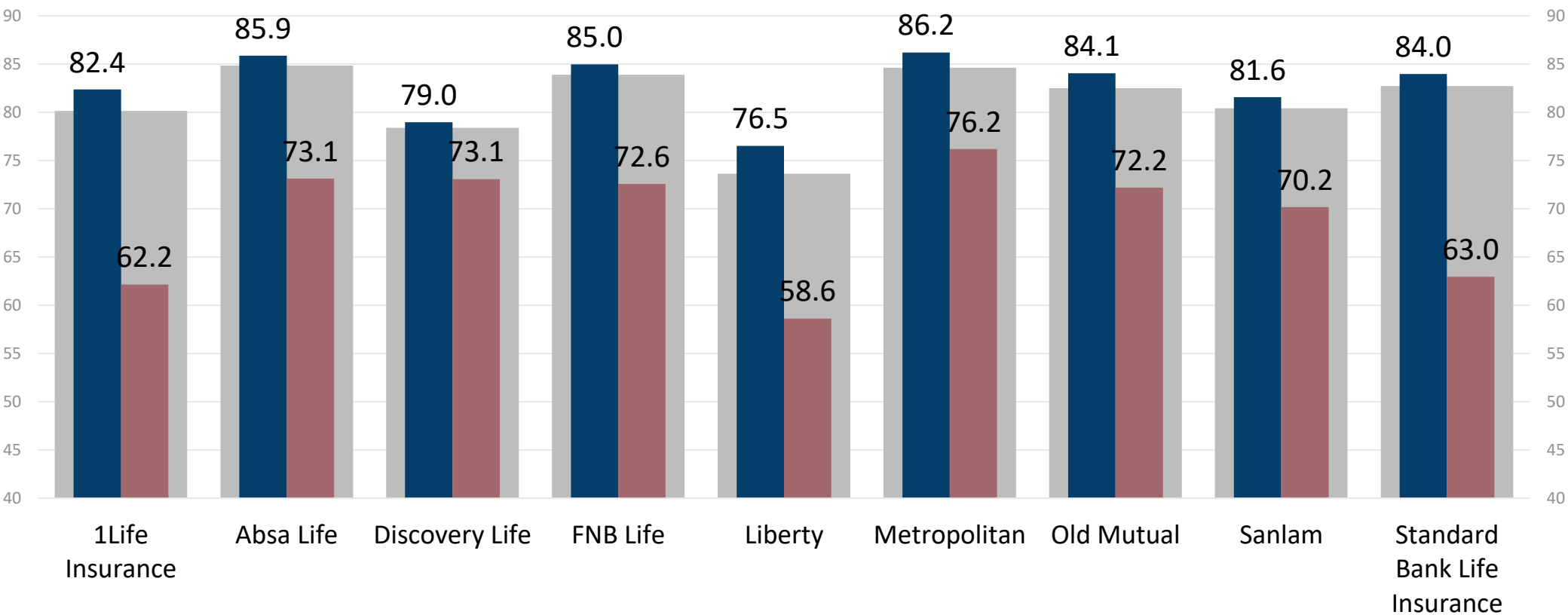
■ Product & Cover Detail ■ Premiums Fees & Costs ■ Payments / Debit Orders ■ Response Time ■ Problems And Issues



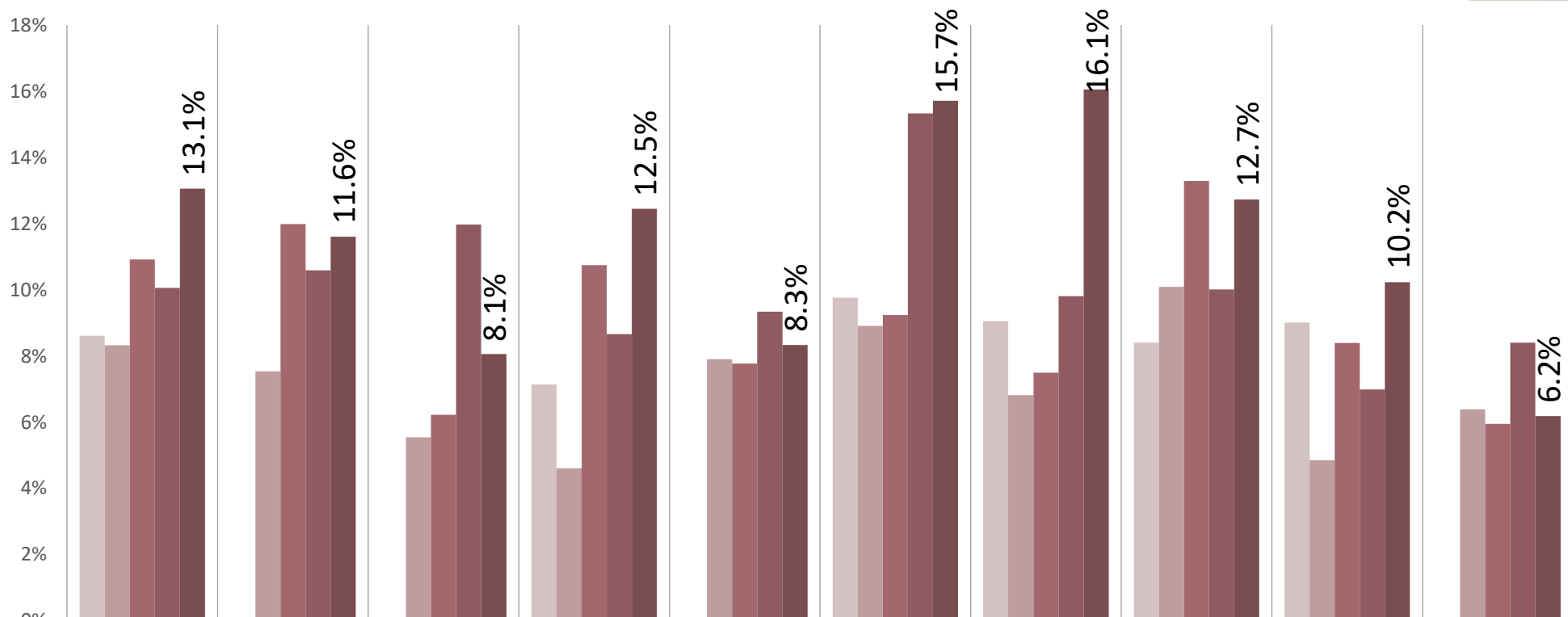
Complaint Impact on Satisfaction

The graph below illustrates the impact of problems on overall customer satisfaction relative to a respective brands baseline score. An indication of satisfaction is also provided in the case where respondents didn't experience and problems.

- SA-csi: Overall Score
- SA-csi: No Complaints
- SA-csi: Had a Complaint

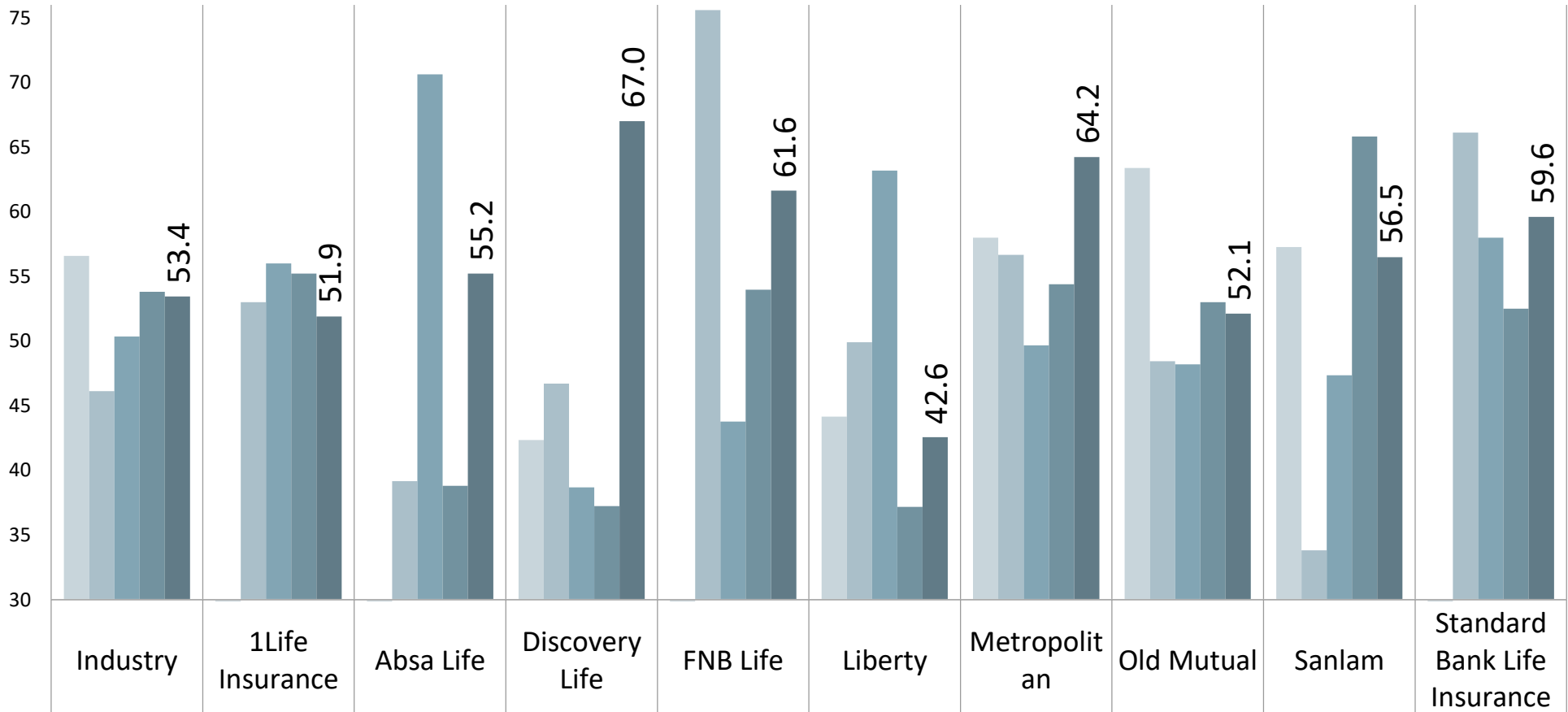


Incidence 5 Year Trend



	Industry	1Life Insurance	Absa Life	Discovery Life	FNB Life	Liberty	Metropolitan	Old Mutual	Sanlam	Standard Bank Life Insurance
2017	8.6%	0.0%	0.0%	7.1%	0.0%	9.8%	9.1%	8.4%	9.0%	0.0%
2018	8.3%	7.5%	5.5%	4.6%	7.9%	8.9%	6.8%	10.1%	4.8%	6.4%
2019	10.9%	12.0%	6.2%	10.8%	7.8%	9.2%	7.5%	13.3%	8.4%	6.0%
2020	10.1%	10.6%	12.0%	8.7%	9.3%	15.3%	9.8%	10.0%	7.0%	8.4%
2021	13.1%	11.6%	8.1%	12.5%	8.3%	15.7%	16.1%	12.7%	10.2%	6.2%

Complaint Handling 5 Year Trend



	Industry	1Life Insurance	Absa Life	Discovery Life	FNB Life	Liberty	Metropolitan	Old Mutual	Sanlam	Standard Bank Life Insurance
2017	56.6	0.0	0.0	42.3	0.0	44.2	58.0	63.4	57.3	0.0
2018	46.1	53.0	39.2	46.7	75.6	49.9	56.7	48.4	33.8	66.1
2019	50.3	56.0	70.6	38.7	43.8	63.2	49.7	48.2	47.4	58.0
2020	53.8	55.2	38.8	37.2	54.0	37.2	54.4	53.0	65.8	52.5
2021	53.4	51.9	55.2	67.0	61.6	42.6	64.2	52.1	56.5	59.6



Model Results

Customer Loyalty

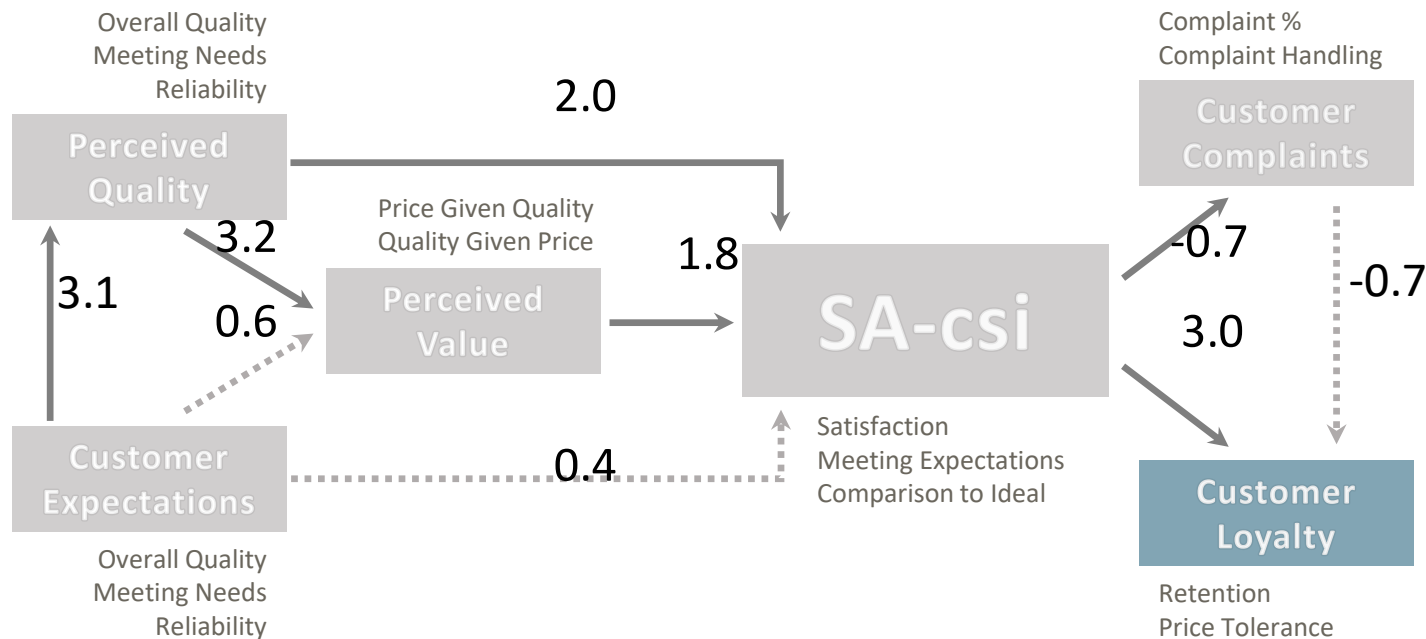
Repurchase intent, price tolerance
and Apostle Model

Score Explanation and Model Impacts

Customer Loyalty is measured by repurchase intention and price tolerance:

- Repurchase Likelihood: The next time you buy, how likely is it to be from the same company?
- Price Tolerance: How much could the company raise its prices before you would definitely not be a customer any longer?

Price tolerance is expressed as a relativistic figure (out of 100) between the different brands included in the measure. The higher the score the more price tolerant customers are. The metric is further expanded by providing an indication of how much prices can be increased before customers could potentially switch to another brand.

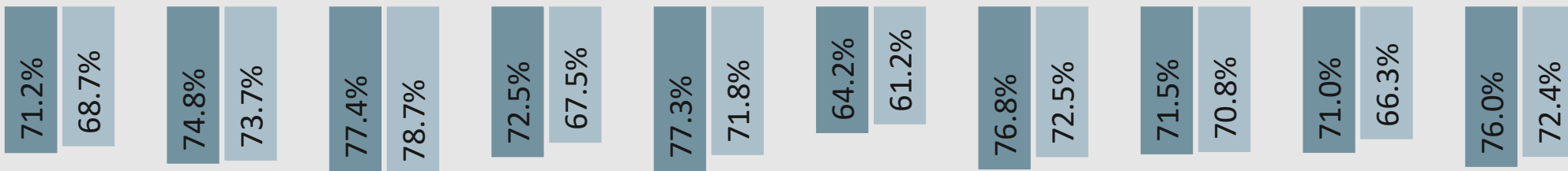
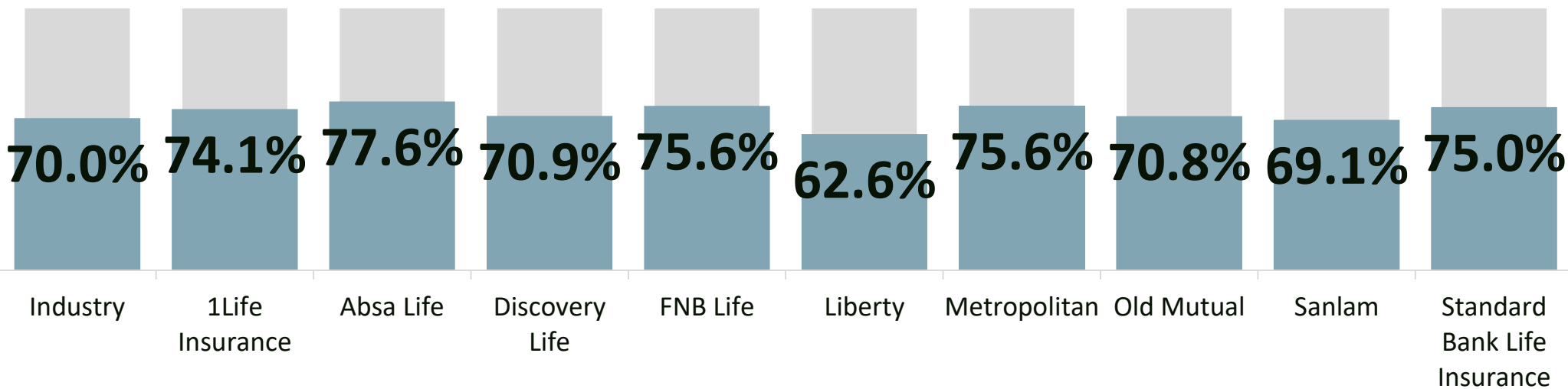


Overall Index & Inputs

**Note that this slide indicates loyalty towards the life insurer*

Loyalty

■ Overall Index

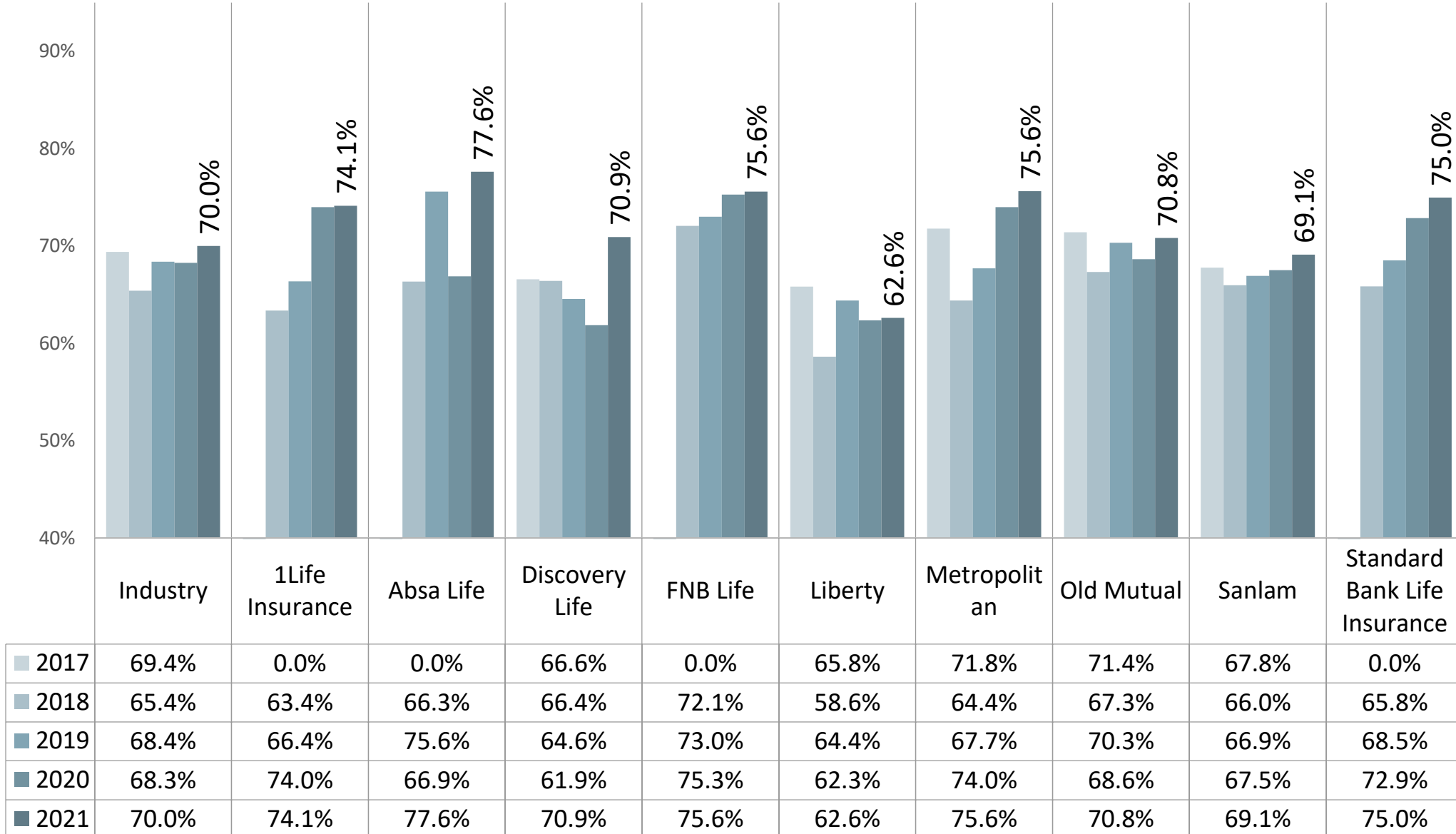


Loyalty Inputs

■ Retention ■ Price Tolerance

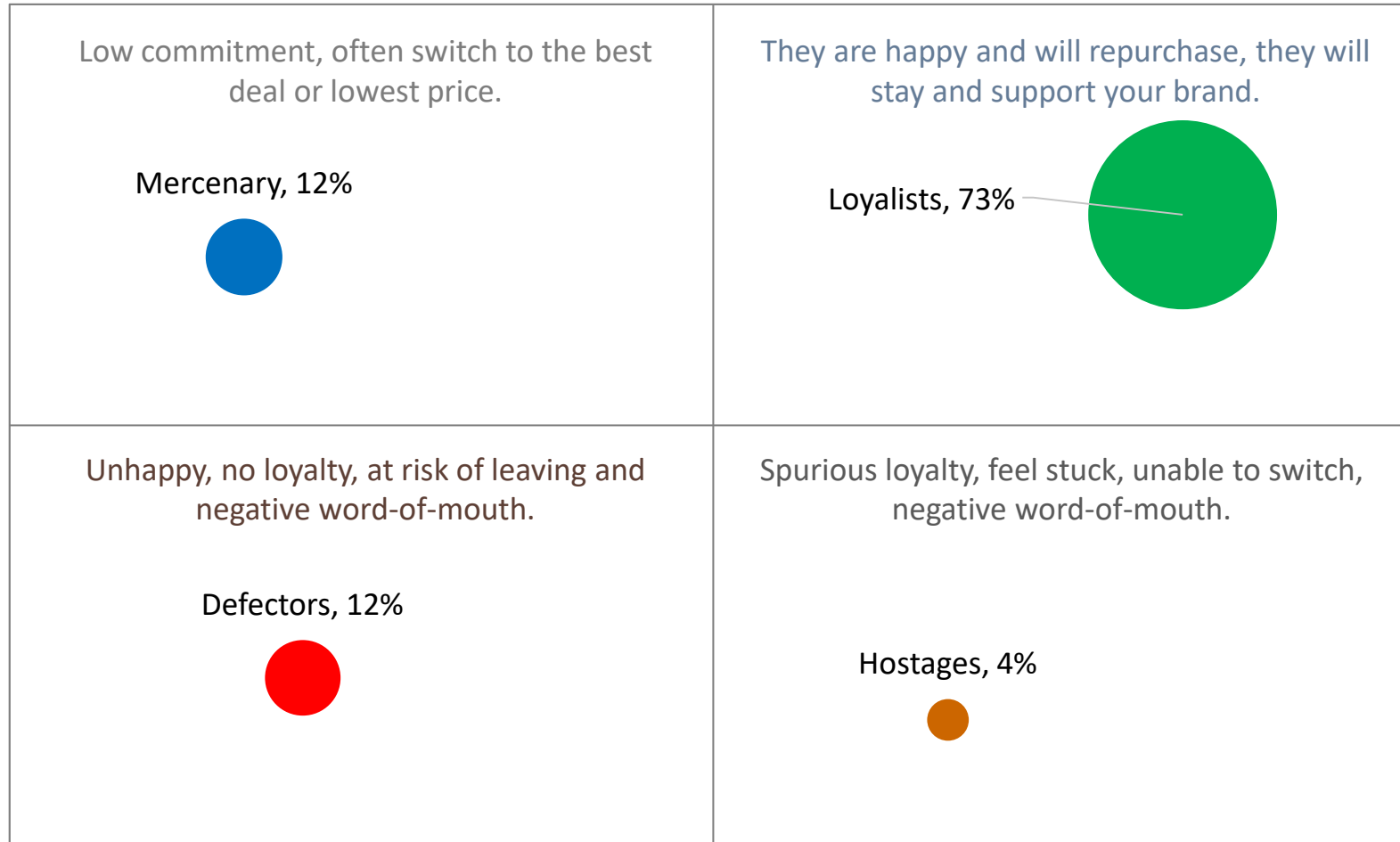
5 Year Trend

**Note that this slide indicates loyalty towards the life insurer*



Apostle Model: Absa Life

The matrix below plots all customers using a cross tabulation between overall satisfaction and their likelihood to choose the same life insurer again. Customers are categorized into 4 groups. Loyalists, Hostages, Mercenaries and Defectors.



**These graphs show results for Absa Life specifically*

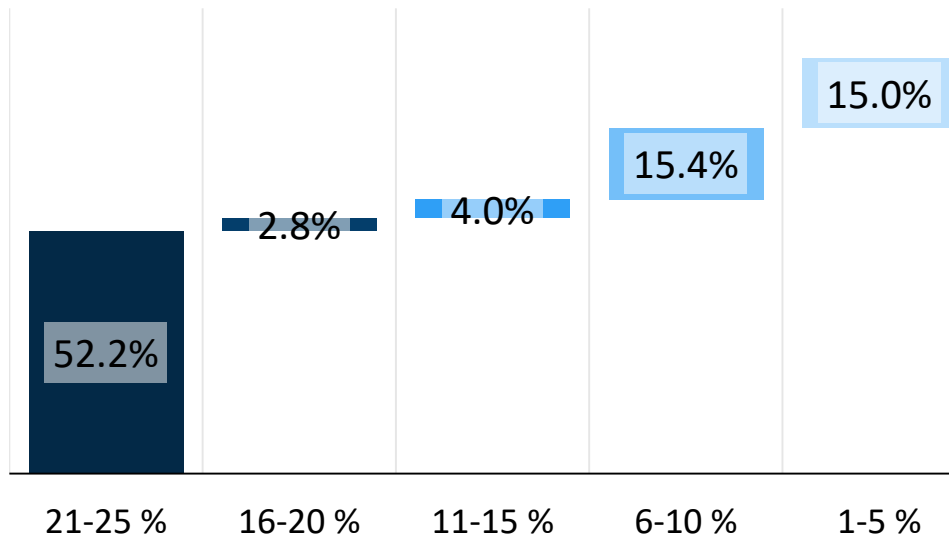


Price Influence on Repurchase: Absa Life

The graph below illustrates the impact of price increases or decreases on customers likelihood to repurchase.

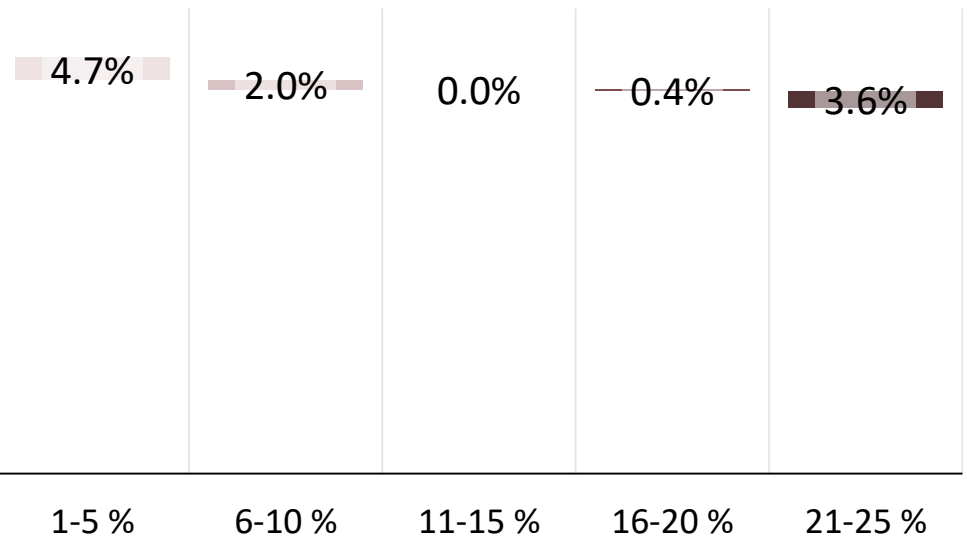
- **Graph on the left: Customers with a high likelihood to repurchase** – The percentage price increase (1%-25%) and the percentage of customers that will still repurchase.
- **Graph on the right: Customers with a low likelihood to repurchase** – The percentage price decrease (1%-25%) and the percentage of customers that will then consider to repurchase.

High Repurchase likelihood 89% of customers



% price increase and customers will still repurchase

Low Repurchase likelihood 11% of customers



% price decrease before customers will consider repurchase

**These graphs show results for Absa Life specifically*

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Full Aspect Description

The table below contains the full wording (actual survey wording) for each of the customer experience aspects indicated in the previous slides / pages.

Aspect Under Evaluation	Importance	Full Question Text
Peace of mind	15.3%	Your product gives you peace of mind
Keep promises	14.5%	Keeps the promises made to you
Staff knowledge	14.4%	Staff have sufficient knowledge about the products and services they offer
Competitive products	13.8%	Provides products that are competitive (in terms of price and offer)
Listens and responds	10.5%	Is a provider that listens and responds to customer needs
Custom products	7.5%	Provides products that are tailor-made / customised to suit your needs
Simple to understand	6.2%	Your product is simple and easy to understand
Take ownership	5.5%	Staff take ownership and accountability for queries and requests
Easy to deal with	4.5%	Is easy to deal with (requires low levels of effort from its customers)
Regular feedback	4.1%	Provides regular feedback and keep you in the loop

Overall Scores

The table below contains customer evaluations of various customer experience aspects (score out of 100). These aspects are ranked according to relative importance (contribution to satisfaction). An indication of the best competitor brand relative to your own performance is also indicated to the right of the table.

Aspect Under Evaluation	Importance	Absa Life	Best Competitor	Competitor Score	Score Difference
Peace of mind	15.3%	90.5	FNB Life	89.3	1.2
Keep promises	14.5%	87.8	Metropolitan	87.4	0.4
Staff knowledge	14.4%	86.7	Metropolitan	88.1	-1.4
Competitive products	13.8%	86.7	Standard Bank Life Insurance	85.5	1.2
Listens and responds	10.5%	90.2	Metropolitan	88.5	1.7
Custom products	7.5%	86.1	Metropolitan	86.3	-0.2
Simple to understand	6.2%	91.9	FNB Life	89.4	2.5
Take ownership	5.5%	86.8	Metropolitan	87.1	-0.3
Easy to deal with	4.5%	89.9	Metropolitan	89.1	0.8
Regular feedback	4.1%	83.6	FNB Life	83.6	0.0

Detailed Service Quality Year-on-Year Change

The table below contains a comparison between the previous years measure and the current one. Both industry changes as well as your particular scores are included.

Aspect Under Evaluation	Importance	Industry Score 2020	Industry Score 2021	Industry YOY	Absa Life 2020	Absa Life 2021	Absa Life YOY
Peace of mind	15.3%	83.6	85.4	1.8	79.4	90.5	11.1
Keep promises	14.5%	82.1	84.3	2.1	78.6	87.8	9.2
Staff knowledge	14.4%	82.4	84.1	1.7	79.5	86.7	7.1
Competitive products	13.8%	80.0	81.5	1.5	76.8	86.7	9.9
Listens and responds	10.5%	81.4	83.3	1.9	79.6	90.2	10.5
Custom products	7.5%	80.1	81.5	1.5	79.2	86.1	6.9
Simple to understand	6.2%	84.5	85.4	0.9	81.7	91.9	10.2
Take ownership	5.5%	80.3	81.4	1.1	77.7	86.8	9.2
Easy to deal with	4.5%	82.5	84.2	1.7	81.6	89.9	8.3
Regular feedback	4.1%	80.2	79.4	-0.7	75.9	83.6	7.7

Detailed Service Quality Evaluation

The table below contains customer evaluations of various customer experience aspects (score out of 100). These aspects are ranked according to relative importance (contribution to satisfaction).

Aspect Under Evaluation	Importance	Company Scores									
		Industry Score	1Life Insurance	Absa Life	Discovery Life	FNB Life	Liberty	Metropolitan	Old Mutual	Sanlam	Standard Bank Life Insurance
Peace of mind	15.3%	85.4	87.0	90.5	81.0	89.3	78.0	88.8	86.7	85.0	86.3
Keep promises	14.5%	84.3	82.7	87.8	79.0	85.6	76.2	87.4	86.3	82.5	86.1
Staff knowledge	14.4%	84.1	84.4	86.7	84.8	86.2	79.2	88.1	84.4	84.2	87.5
Competitive products	13.8%	81.5	83.5	86.7	75.5	85.4	73.3	85.5	82.8	81.1	85.5
Listens and responds	10.5%	83.3	83.1	90.2	79.2	87.0	74.7	88.5	84.5	82.7	85.8
Custom products	7.5%	81.5	82.4	86.1	77.1	86.0	75.0	86.3	82.4	80.3	85.9
Simple to understand	6.2%	85.4	87.5	91.9	81.1	89.4	78.1	89.3	86.9	83.8	88.5
Take ownership	5.5%	81.4	82.9	86.8	81.1	84.7	73.9	87.1	81.5	82.4	84.5
Easy to deal with	4.5%	84.2	85.1	89.9	82.0	86.9	76.5	89.1	85.4	83.4	86.4
Regular feedback	4.1%	79.4	81.7	83.6	77.3	83.6	69.7	82.5	80.8	80.6	80.7

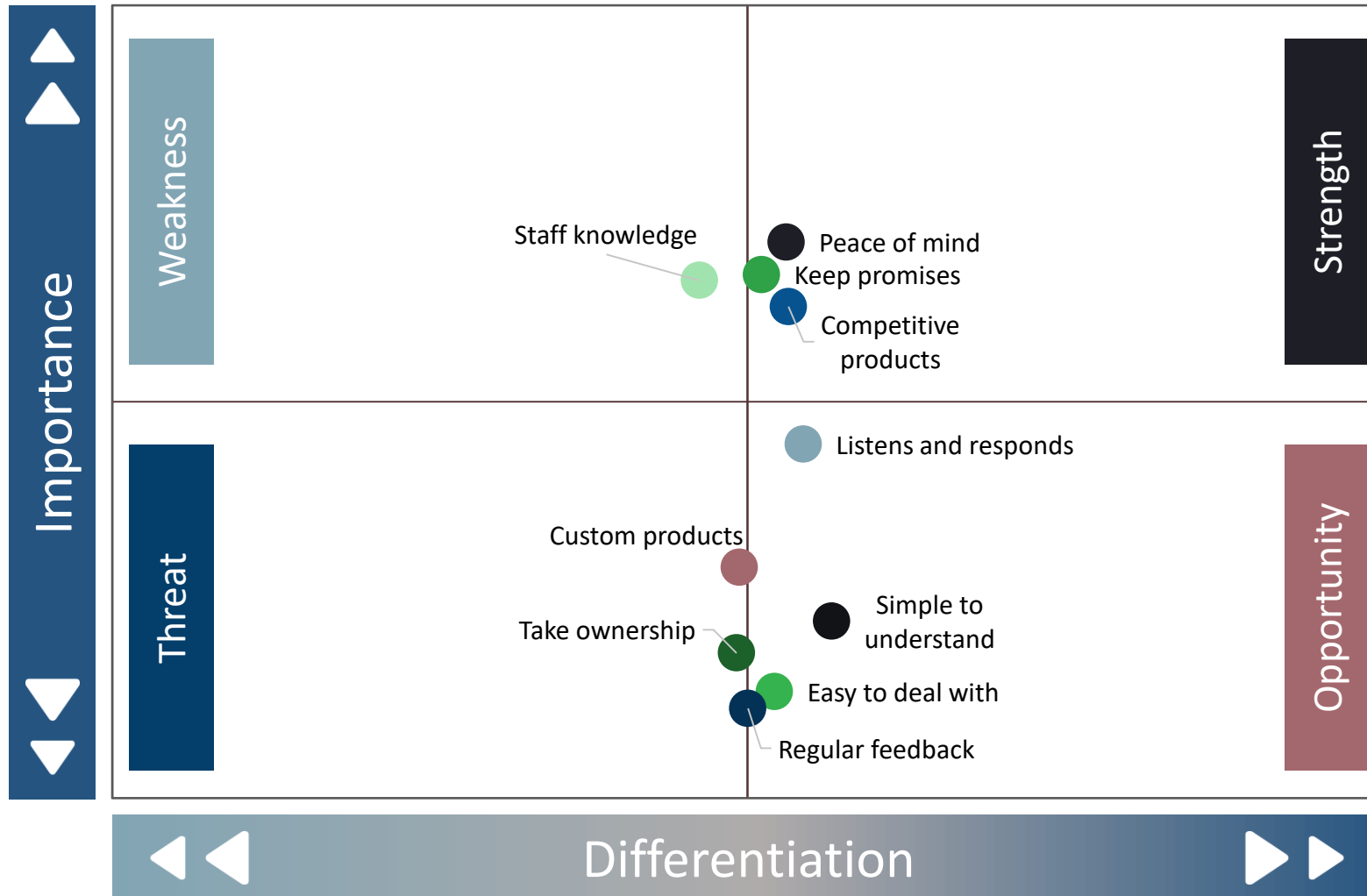
SWOT Grid

The matrix below plots the **10 most important customer experience aspects** in a typical SWOT fashion. Aspects that are plotted on the right half of the graph are positively differentiated against the next best competitor (indicated in brackets), whilst those on the left are negatively differentiated. The relative importance of each aspects determine the vertical plot, i.e. how high or low its plotted.

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Weakness</p> <p>Service aspects that are important but that are negatively differentiated against the best competitor.</p> <p>Action: Priority focus for improvement</p>	<p>Aspects are important to customers and strongly differentiated against the best competitor.</p> <p>Action: Maintain in order to leverage strengths</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Strength</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Threat</p> <p>Aspects that are of lesser importance and negatively differentiated against the best competitor</p> <p>Action: Secondary focus for improvement</p>	<p>Aspects that are relatively less important but that are strongly differentiated against the best competitor</p> <p>Action: Maintain but do not over invest</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Opportunity</p>

SWOT Grid

The matrix below plots the **10 most important customer experience aspects** in a typical SWOT fashion. Aspects that are plotted on the right half of the graph are positively differentiated against the next best competitor (indicated in brackets), whilst those on the left are negatively differentiated. The relative importance of each aspects determine the vertical plot, i.e. how high or low its plotted.



Top 10 Suggestions Mentions

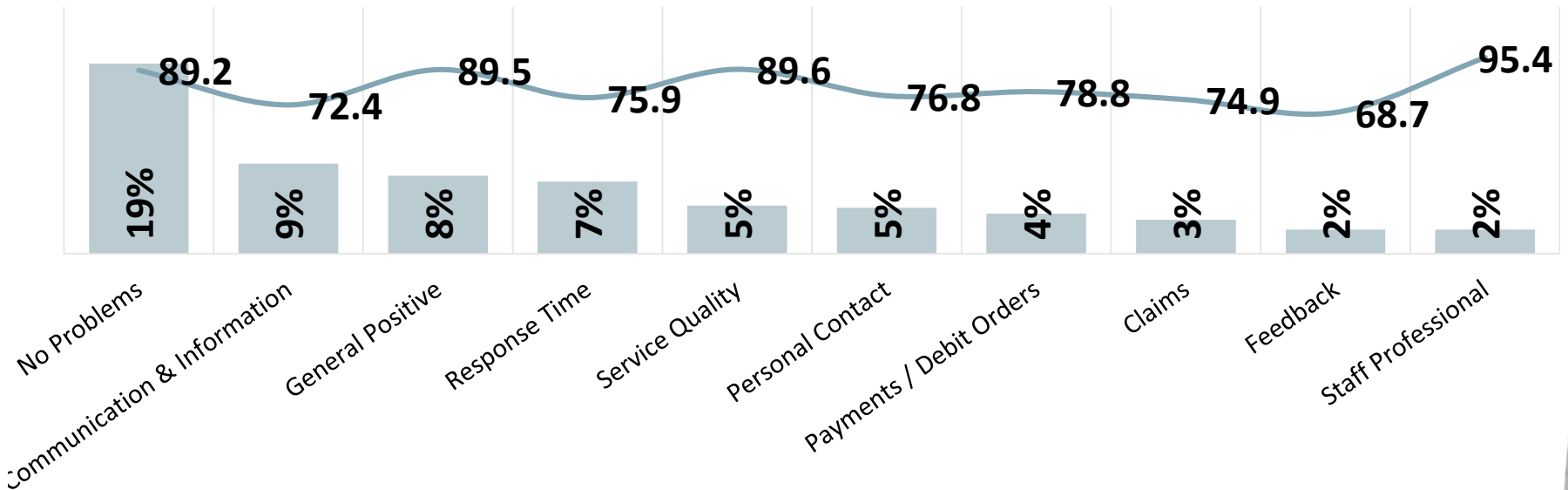
This slide illustrates the various top-of-mind topics and aspects that customers mention when asked if they have any suggestions about how their insurer can improve on their products and service delivery

The SA-csi score for each group that talks about a specific topic is overlaid with that particular theme. This helps to understand how a particular aspect impacts on customer satisfaction. For example, customers who mention aspects related to fees and costs typically exhibit lower satisfaction scores, indicating that this aspect is a point of contention for them.

Please refer to the next page/slide for a description of each category.

This graph displays info for Absa Life specifically

■ Percentage of Mention
— SA-csi for Category

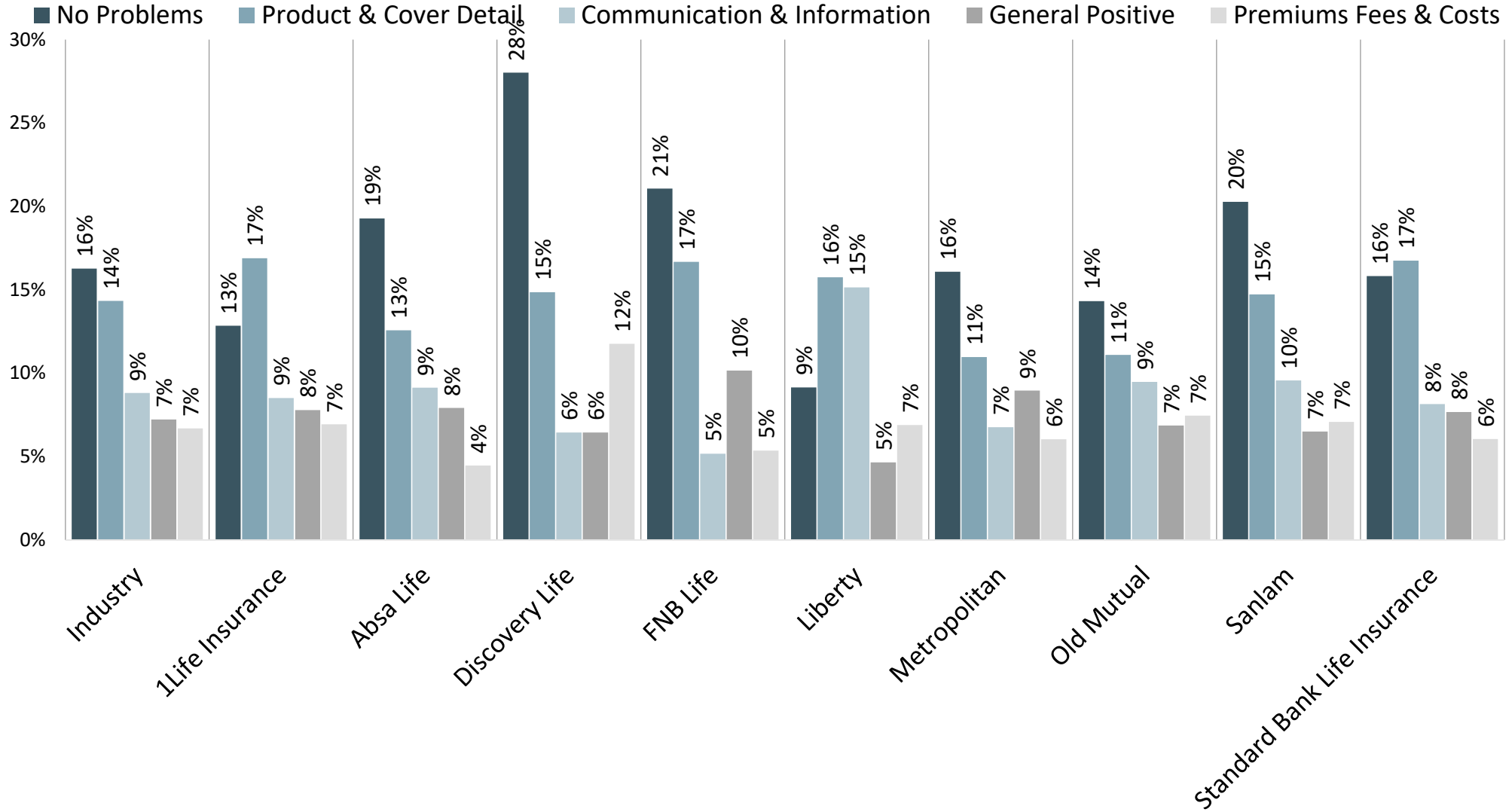


Suggestions Category Descriptions

The table below contains descriptions of the suggestions verbatim categories.

Category	Suggestion Verbatim Category Description
No Problems	This refers to clients who have not experienced a problem with their insurance provider. This category includes words like "issues", "complaints", "problem"
Communication & Information	This refers to the communication and information provided by the insurance provider
General Positive	This refers to non specific positive experience clients had
Response Time	The time it takes to respond to any queries clients might have
Service Quality	This refers to the standard of service clients receive
Personal Contact	This refers to any personal contact made from the insurance provider
Payments / Debit Orders	This refers to any payments or debit orders made to the insurance provider
Claims	This refers to the experience of the claims process
Feedback	This speaks to medium, speed and overall quality that clients receive information and includes words such as "follow up", "requests", ""no action"
Staff Professional	This refers to the staff being professional

Top 5 Industry Suggestions Mentions



What's inside



1 Background & Introduction

2 Executive Summary

3 Sample Details

4 Model Results

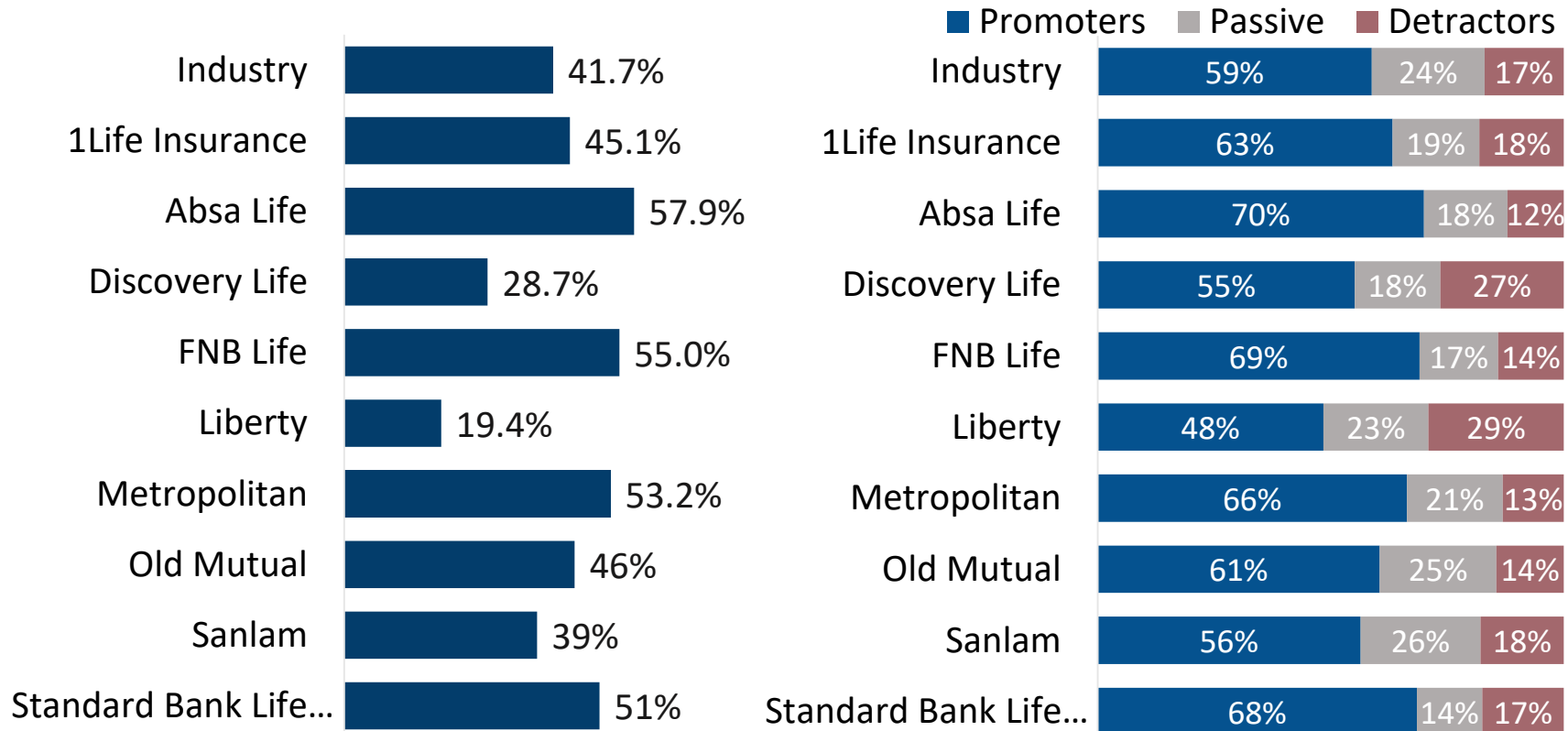
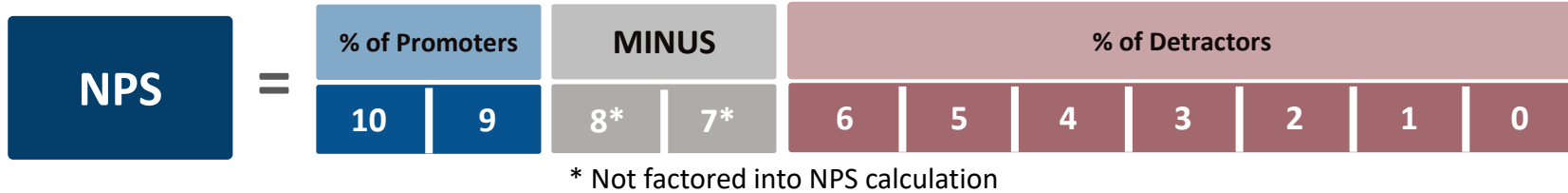
5 Key-Driver Analysis

6 Net Promoter Score

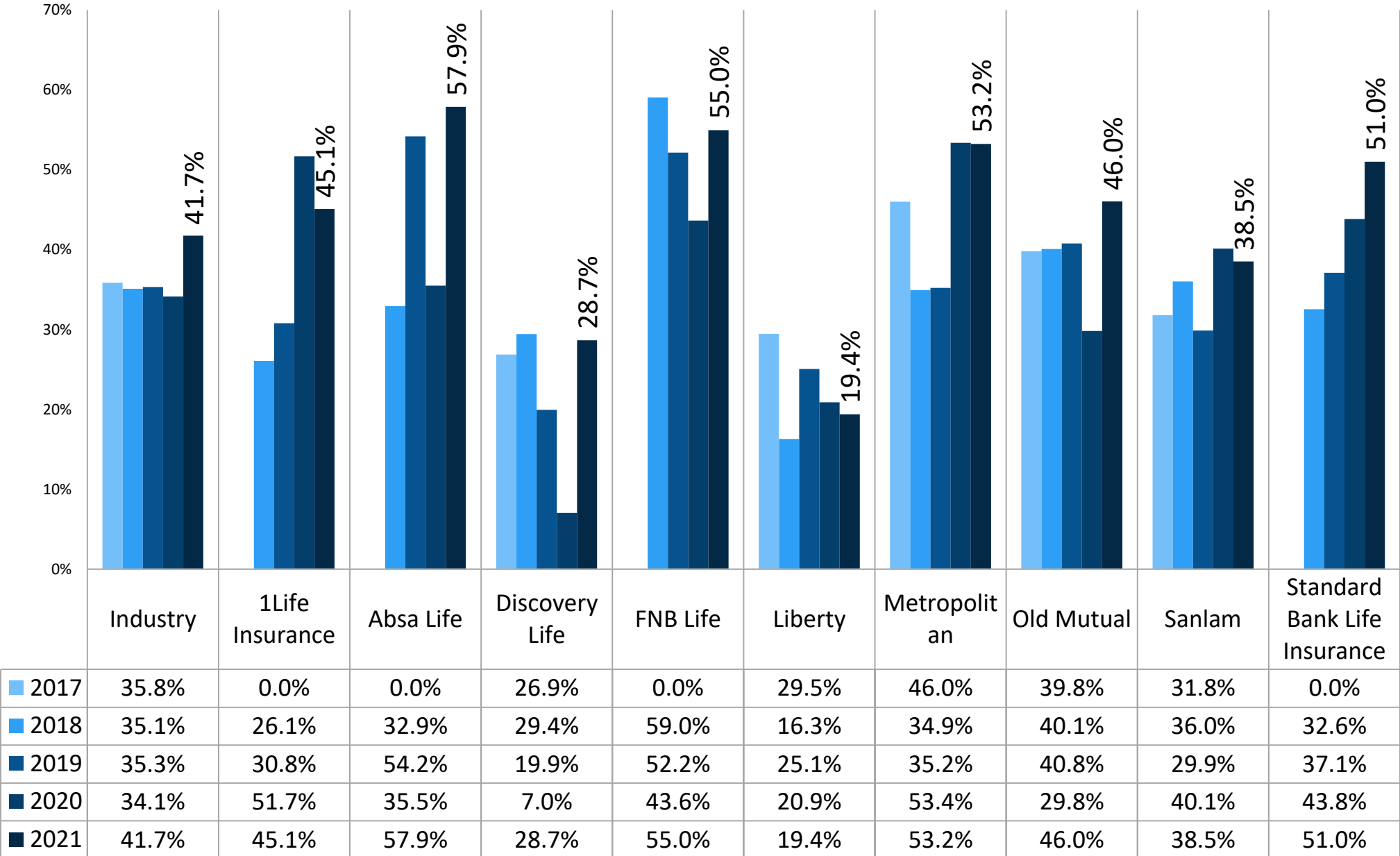
7 Treating Customers Fairly

Likelihood to Recommend Life Insurer

Respondents are asked to indicate how likely they would be to recommend the company under evaluation to family, friends, colleagues and associates. Responses are captured using a 0 to 10 point scale, where a 0 indicates “very unlikely” and a 10 indicates “extremely likely”. The diagram below illustrates how the score is calculated.



5 Year Trend



What's inside



1 Background & Introduction

2 Executive Summary

3 Sample Details

4 Model Results

5 Key-Driver Analysis

6 Net Promoter Score

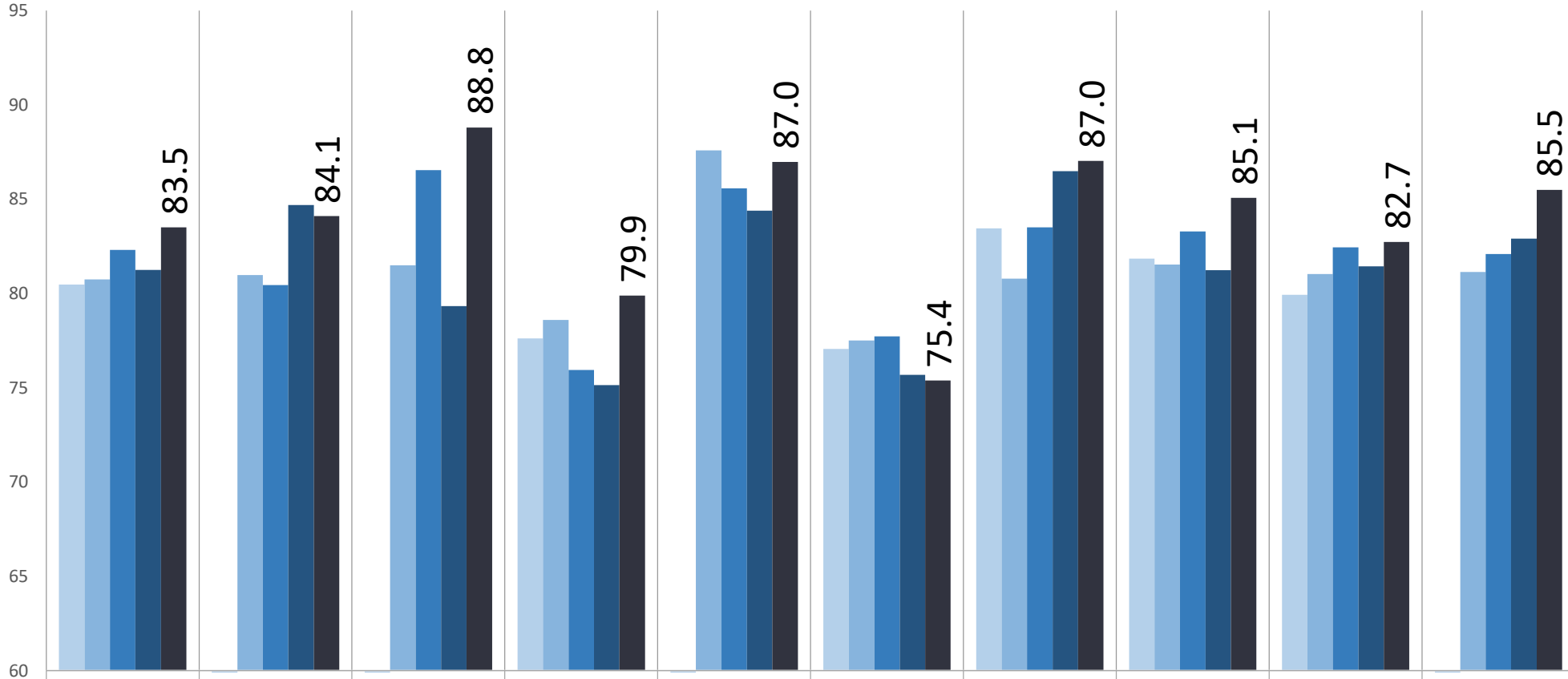
7 Treating Customers Fairly

Detailed Results per Life Insurer

This section of the report gives an indication of the degree to which customers feel that they are being treated fairly by their respective life insurer's. Respondents were asked if they agree or disagree with each of the statement in the first column of the table below. The results expressed as a score out of 100.

Aspect Under Evaluation	Industry	1Life Insurance	Absa Life	Discovery Life	FNB Life	Liberty	Metropolitan	Old Mutual	Sanlam	Standard Bank Life Insurance
The fair treatment of customers is central to the brand's culture	83.9	84.7	88.7	79.9	86.9	76.3	87.0	85.3	83.4	86.9
The brand offers products/services that address your needs	84.7	85.3	89.4	81.3	87.3	77.6	88.4	86.3	83.2	87.3
The brand provides you with transparent and easy to understand info	83.9	84.3	90.0	79.6	88.0	75.4	88.2	85.4	83.1	87.0
The brand provides you with advice that is suitable for your circumstances	83.1	84.7	88.4	79.2	86.4	75.2	86.9	84.9	81.6	84.5
The brand delivers products/services as they led you to expect	83.5	82.9	88.2	80.2	86.7	74.6	87.0	85.3	82.8	84.9
The brand makes it easy to change providers, complain, claim or consider another brand	79.4	79.2	84.8	75.7	84.2	70.3	81.5	81.4	78.9	80.4
The brand treats you with respect and there is an open, win-win relationship	86.0	87.7	92.1	83.4	89.4	78.2	90.1	86.9	86.1	87.5

5 Year Trend



Year	Industry	1Life Insurance	Absa Life	Discovery Life	FNB Life	Liberty	Metropolitan	Old Mutual	Sanlam	Standard Bank Life Insurance
2017	80.5	81.0	81.5	77.6	87.6	77.1	83.4	81.8	79.9	81.1
2018	80.7	80.4	86.5	78.6	85.6	77.5	80.8	81.5	81.0	82.1
2019	82.3	84.7	79.3	75.9	84.4	77.7	83.5	83.3	82.4	82.9
2020	81.2	88.8	75.1	75.1	87.0	75.7	86.5	81.2	81.4	85.5
2021	83.5	84.1	88.8	79.9	87.0	75.4	87.0	85.1	82.7	85.5

SA-csi

since 2012

Absa Life

Life Insurance 2021



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