

Our Commitment to Unsurpassed Customer Service

Providing unsurpassed customer service to our agents, brokers, and policyholders is our goal. To help us achieve that goal, we use **PHLY's Voice of the Customer (VOC) program** to gather and respond to customer feedback. PHLY listens to the customers and takes action by contacting customers who provide detractor and low service reviews. This feedback allows PHLY to:

- Build and maintain relationships with customers
- Provide statistics to identify and support service improvements
- Reward PHLY employees for a job well done

PHLY's Score: 66.3



Best in Class Customer Service

Net Promoter Score (NPS) is a nationally recognized customer service index. On a range from -100 to 100, it measures the loyalty that exists between a company and its customers. PHLY uses NPS as an element of the VOC program and our **NPS score of 66.3*** is rated as Excellent!

NPS Explained

Customers are asked a single question, *"How likely are you to recommend PHLY?"* Based on that response, customers fall into one of three categories:

Promoters (score 9 - 10)

Promoters are loyal enthusiasts who will keep buying and refer others, fueling growth

Passives (score 7 - 8)

Passives are satisfied but unenthusiastic customers who are vulnerable to competitive offerings

Detractors (score 0 - 6)

Detractors are unhappy customers who can damage your brand and impede growth through negative word-of-mouth

How is the Net Promoter Score Calculated?

% of Promoters

-

% of Detractors

=

NPS

WE WANT TO HEAR FROM YOU: [PHLY.COM/FEEDBACK](https://phly.com/feedback)

*Rating as of 2022. Definition source: Qualtrics

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