

**Rationale for Question:**

To understand the Customer Experience Framework and the measurement of customer satisfaction.

**RESPONSE:**

- a) Please refer to the 2020 General Rate Application, Part IV(i) Benchmarking Section BMK.6.1 Customer Service Measures where MPI has identified Canadian auto and home insurance market and other public auto insurers in Canada, specifically to Saskatchewan Government Insurance (SGI) as organizations of interest for comparison purposes.
- b) Please refer to the 2020 General Rate Application, Part IV(i) Benchmarking Section BMK.6.1 Customer Service Measures. This section contains a discussion of the CX Index™ score measure.
- c) Some of the information relevant to the CX Index™ score is confidential and remains the property of SGI, while other information and properties are the intellectual property of Forrester Research Inc. and are part of their proprietary and trademarked framework. Please see Attachment A ~~This information will be~~ filed confidentially, pursuant to the PUB's CSI process.
- d) Forrester Research Inc. maintains a proprietary analytics framework to calculate the CX Index™ score and will be contracted in 2019 to provide an update. MPI will be responsible for data collection, that is, utilizing an external research vendor, MPI will complete customer surveying to capture the data required by the analytics framework.

Data collection, analysis and reporting in 2018 had a combined investment of \$130,874. It is currently expected that a similar investment will be required in 2019 to obtain the CX Index™ score.

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