

Health Shield tops customer satisfaction polls

Health Shield has topped the polls for delivering excellent customer service, according to a survey of nearly 1,000 members.

In the first six months of 2013, the non-profit making Friendly Society continued to demonstrate a firm commitment to high levels of customer satisfaction – a key part of achieving its ambitious five-year strategy.

The Call Handling Survey – conducted between January and June 2013 – revealed that 94 per cent of those questioned were happy with their overall experience of calling the award-winning corporate health cash plan provider.

The research showed that 93 per cent of members agreed that queries were dealt with competently and professionally, with 97 per cent of respondents stating that calls were answered quickly.

Members described the service as 'very efficient' and 'well-informed', with one person stating: "I have been with Health Shield for 50 years and have always received an excellent service."

The survey is one of a number of customer care polls carried out Health Shield, to ensure that service levels are continually monitored, measured and improved upon.

Philip Wood, executive director of sales and marketing at Health Shield, commented: "At the heart of everything we do at Health Shield is an unwavering commitment to delivering exceptional levels of customer service and satisfaction."

“Building strong relationships with every stakeholder – whether they're a member, HR professional, or intermediary partner – is vital to the success of our organisation. Our aim over the next few years is to improve the health and wellbeing of as many people as possible. This will only be achievable by remaining faithful to our core vision and values.”

In 2012, Health Shield set out an ambitious business development strategy to ‘provide affordable healthcare support to the widest possible community’, by developing existing products and embracing new opportunities.