

CONSUMER SERVICE COMMITTEE UPDATE

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CONSUMER SERVICE COMMITTEE, MARCH 10, 2016
CITIZENS BOARD OF GOVERNORS, MARCH 16, 2016

EXECUTIVE SUMMARY

The Consumer Services Committee met via teleconference on Thursday, March 10, 2016.

The committee received updates on:

- The successful launch of the new Citizens corporate website – which launched February 1st. The new site is much more consumer focused and provides easier access to information through the much anticipated search function;
- The progress of the “Call Citizens First Campaign” which is aimed at reminding policyholders of the importance of calling Citizens first following a claim occurring. So far the campaign has:
 - Implemented a policyholder ID card which began mailing in policy packets on February 29th; and
 - Designed a magnet for a pilot program in Miami-Dade County where policyholders will receive the magnets via mail reminding them to call Citizens first. (we have distributed several of the sample magnets on the board table – if we have them); and
- The progress of the telephonic payments program which will become available in a “soft launch” in April with more marketing of the availability.