

Policyholder Outreach and Engagement

Consumer Services Committee - May 2023
Jeremy Pope, Vice President of Customer Experience



DFS Hurricane Ian Insurance Village

Locations

- Charlotte County Event Center (April 17th)
- Diamondhead Beach Resort (April 18th)
- Charlotte County Event Center (April 19th)

Policyholder Assistance

- Policy inquiries
- Verifying coverage
- Additional Living Expenses (ALE) disbursements



Monday (April 17th) – Wednesday (April 19th)

- 97 Policyholders were assisted
- 25 ALE checks disbursed totaling \$94,933



Current Policyholder Feedback Methods



Choosing the best feedback-gathering technique is often dependent upon the topic, how quickly information is needed, and whether the information is desired only from a specific segment of our policyholder base.

Policyholder Focus Groups

As outlined in our Customer Experience (CX) Strategy, our objective is to:

- Formally seek customer feedback ahead of designing and implementing solutions and/or processes.
- Develop a formalized routine around customer engagement efforts to gather important feedback.



Advantages of Policyholder Focus Groups:

- Demos of new functionality to obtain immediate feedback from policyholders
- Ability to gather policyholder feedback on new initiatives, new products, and/or services
- Capturing policyholder input on critical communications and educational marketing material
- Ability to conduct real-time dialogue around topics that can uncover ideas, issues and/or other feedback we may not have considered as an organization, but may be important to the consumer

Capturing proactive customer feedback gives us the opportunity to solicit consumer input ahead of implementation and/or rollout, providing Citizens with valuable insight and an opportunity to make changes if appropriate.



TOPICS

Ongoing collaboration with various enterprise business partners to identify topics requiring customer input for new online tools, services, products and/or educational materials



MEETINGS

Quarterly virtual meetings to include representatives from appropriate business units

2023 dates:
July 19th, October 11th



SCHEDULE

Ensure schedule flexibility for unanticipated needs

Ensure no conflicts with other planned communications or events