

**ANNOUNCEMENT:**

**CUSTOMER SATISFACTION INDEX SURVEY (CSS) 2024/25**

As part of Bank Negara Malaysia's (BNM) ongoing efforts to ensure that all Insurance and Takaful industry players uphold their commitments and deliver services as outlined in their Customer Service Charter (CSC), both BNM and the Boards and Management Committees of the Associations (MTA/LIAM/PIAM) have approved the appointment of NielsenIQ Malaysia as the research agency to conduct the Customer Satisfaction Survey (CSS) 2024/25.

This survey is a key initiative aimed at ensuring the industry meets the customer service standards outlined in the Customer Service Charter and driving improvements in the overall customer experience provided by all Insurance and Takaful players.

The survey will take place from November 2024 to March 2025. During this period, customers may be contacted by NielsenIQ Malaysia researchers via phone. Your participation would be greatly appreciated, as it will help improve the customer service standards of the Insurance and Takaful industry in Malaysia. We thank you in advance for your support and cooperation.

Thank you for your attention to this matter.

## Frequently Asked Questions (FAQ)

**1. What is the purpose of the Customer Satisfaction Survey (CSS) 2024/25?**

The CSS 2024/25 aims to measure customer satisfaction with the services provided by Insurance and Takaful players in Malaysia. The survey will help identify areas for improvement and ensure that industry players meet the service standards outlined in the Customer Service Charter (CSC), ultimately enhancing the overall customer experience.

**2. Who is conducting the survey?**

NielsenIQ Malaysia has been appointed as the official research agency by Bank Negara Malaysia (BNM) and the Boards and Management Committees of the Associations (MTA/LIAM/PIAM) to conduct the CSS 2024/25.

**3. How will the survey be conducted?**

The survey will be conducted via phone calls by NielsenIQ Malaysia's research team. Customers of Insurance and Takaful companies may be randomly selected and contacted for their feedback between November 2024 and March 2025.

**4. Is my participation in the survey mandatory?**

Participation is voluntary, but your feedback is valuable. By participating, you contribute to improving the quality of services provided by Insurance and Takaful companies in Malaysia.

**5. Will my responses be confidential?**

Yes, all responses will be kept confidential and used solely for research purposes. Individual responses will not be shared with Insurance or Takaful companies, and your personal information will be protected in accordance with the Personal Data Protection Act 2010 (PDPA).

**6. How long will the survey take?**

The phone survey is designed to be brief and should take approximately 15-20 minutes of your time.

**7. What will happen with the survey results?**

The results will be analyzed to assess industry performance and identify areas for improvement. Insights will be shared with Insurance and Takaful companies to help them enhance their customer service and overall customer experience.

**8. How can I verify that the survey is legitimate?**

To ensure you are participating in the official survey, remember that NielsenIQ Malaysia representatives will never request personal information such as your identification card (IC) number or bank account details. If you receive such requests, please be cautious and report them to the relevant authorities.

**9. Who can I contact for more information?**

For more information about the CSS 2024/25, you can contact our customer service department at [wecare@sunlifemalaysia](mailto:wecare@sunlifemalaysia) or 1300-88-5055 for assistance. Our team will be happy to assist you and answer any questions you may have.