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## Who is Scottish Provident?

### The experience behind the name

As one of the UK's leading protection providers, we are committed to using our experience and expertise to provide a flexible product range that meets our customers needs. Our record in paying claims is also impressive, with over £88 million in critical illness claims paid out last year.\*

Life changes but it is important to know that some things are certain too. That is why we offer comprehensive protection that is as flexible as you and the life you live – so that you can have the peace of mind you deserve.

Scottish Provident is backed by Royal London, the largest mutual life and pensions company in the UK. Established in 1861, Royal London has Group funds under management of £42.4 billion, 2,700 employees and over 3 million customers\*\*.

You can find out more at [www.scottishprovident.com](http://www.scottishprovident.com)

Over  
**£88m**  
paid out in critical illness claims last year\*

\* Source 2010 Critical Illness Claims Paid Report. \*\* Figures quoted are as at 31 March 2011.

## What is the Customer Impact Scheme?

The Customer Impact Scheme is an Association of British Insurers (ABI) led initiative to research customers' experiences and to track our performance.

Over 85% of our sector takes part in the scheme, including all the leading names in the life, pension and investment industry, and each company reports their results annually to measure progress.

This year's survey involved over 20,000 customers in 35 participating companies, and has seen significant changes in how results are combined. These changes help ensure a clear distinction between satisfied and dissatisfied customers.

This is the last year of the scheme as the ABI is currently establishing a new framework that supports its consumer strategy priorities of regaining trust, enhancing consumer understanding, and improving access. While this means that participants are no longer required to publicise their results, we are publishing our report as part of our commitment to being fair, open and honest with our customers.

### **What is the ABI?**

The ABI is the voice of the UK's insurance, investment and long-term savings industry. It has over 300 members, which together account for around 90% of premiums in the UK domestic market.

The UK insurance industry is the third largest in the world and the largest in Europe, helping individuals and businesses protect themselves against the everyday risks they face. It pays out over £230 million per day in pension and life insurance benefits and over £50 million per day in general insurance claims. The industry is an important contributor to the UK's economy: it manages investments of £1.5 trillion, over 20% of the UK's total net worth; employs more than 300,000 people in the UK alone; is the fourth highest contributor of corporation tax; and is a major exporter, with one-fifth of its net premium income coming from overseas business.

You can find out more about the ABI at [www.abi.org.uk](http://www.abi.org.uk)



## How did we do?

Our results show that we are continuing to make progress.

Since joining the Royal London Group in 2008, we have been making significant changes to the way we do business. These changes are designed to improve our customers' experience of Scottish Provident and we are delighted that these have been reflected in positive results including the following key measures:

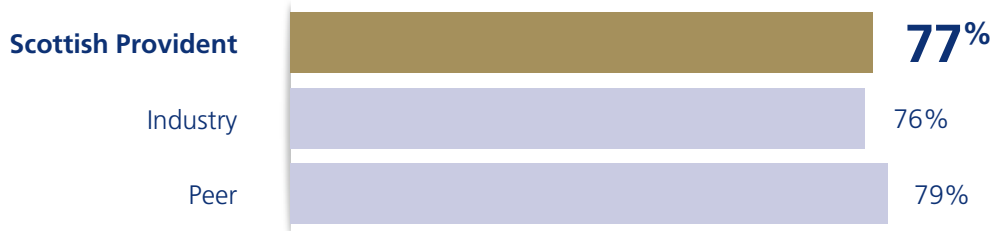
- Easy to do business with
- Overall satisfaction with product
- Overall written communication
- Overall customer service
- Really care about our customers

### Customer Impact Index

The overall Customer Impact index score is a key indicator of customer satisfaction based on the results of the following two questions:

- Considering your own experiences with Scottish Provident how would you rate the overall quality of the life, pensions, savings or investment products and service that they provide?
- If someone asked you to recommend a financial services company, how likely would you be to recommend Scottish Provident?

Percentage rating: Very good/Very likely, Good/Likely



We are pleased that our performance has placed us broadly in line with our industry and peer groups as this is a significant stepping stone on our service excellence programme



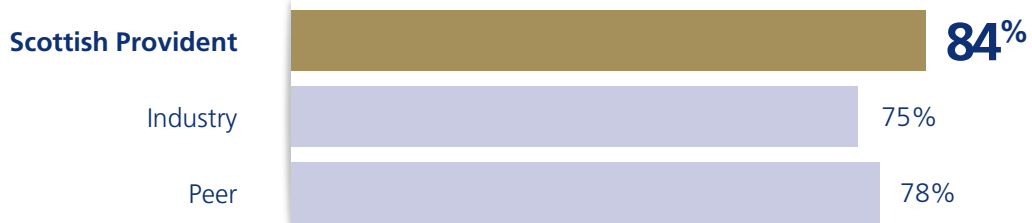


## Customer commitments

All participating companies in the ABI scheme have made a formal board resolution to ensure that their customers' needs are at the heart of the way they run their business. This includes reporting against the following three core Customer Commitments.

**Commitment 1: Developing and promoting products and services that meet the needs of customers.**

Percentage rating: Very Good/Very Likely, Good/Likely



Scottish Provident has a long history of award winning products and we are proud to have moved into the top quartile of all participating companies under this commitment. We are also significantly ahead of both peer and industry scores.

**Commitment 2: Providing customers with clear information and good service when they buy products.**

Percentage rating: Very Good/Very Likely, Good/Likely

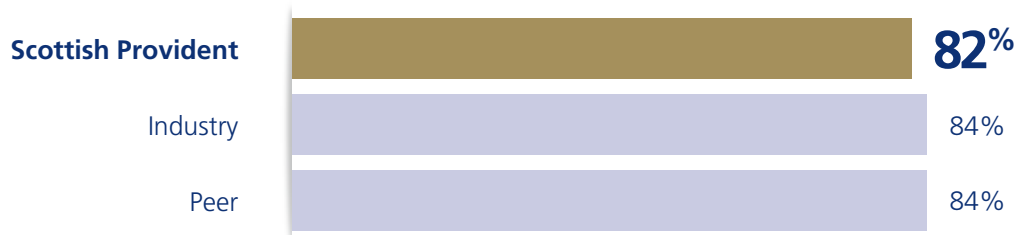


It is important that customers have all the information they need when considering their protection needs. We are therefore delighted that our customers rated us ahead of both peer and industry for this commitment.

## Customer commitments continued

**Commitment 3: Maintaining appropriate and effective relationships with customers, providing them with a good service after they have bought a product.**

Percentage rating: Very Good/Very Likely, Good/Likely



We are committed to providing our customers with the service they deserve at all stages of their plan and our focus is to continue improving in this measure in the year ahead.

## What you said about us

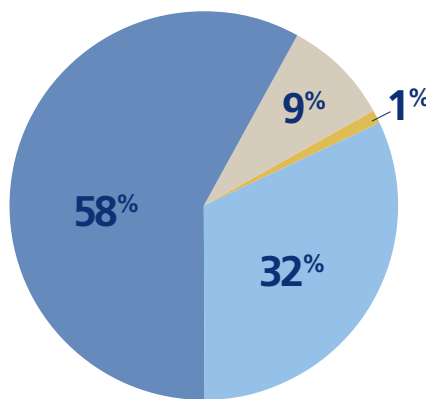
Here is a summary of some of our key results:

Percentage rating:

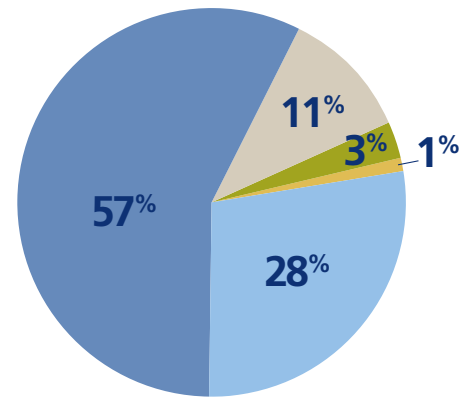
- Very good
- Good
- Neither good nor poor
- Poor
- Very poor

### Overall, how would you rate the product you bought from Scottish Provident?

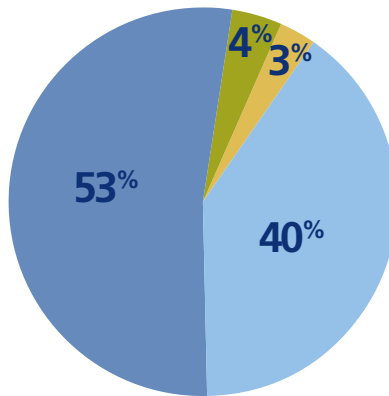
Overall satisfaction with product



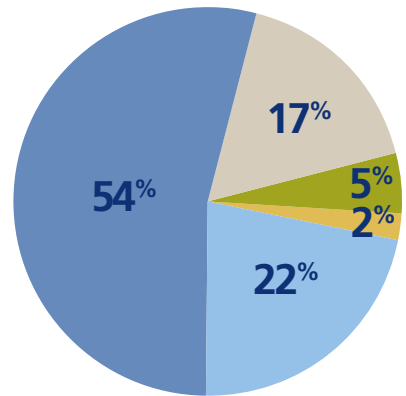
Rating for easy to do business with



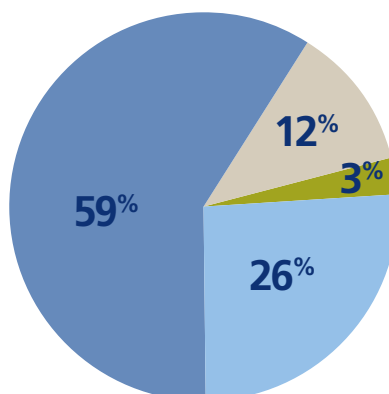
Rating for customer service centre being courteous and professional



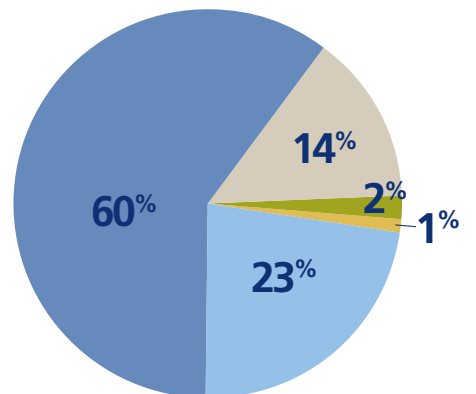
Overall satisfaction with written communications



Rating for use of plain English instead of jargon



Rating for treats customers fairly



## What we did in 2010

Last year, we worked hard to improve all areas of our business. Here are just some of our achievements.

### Our products

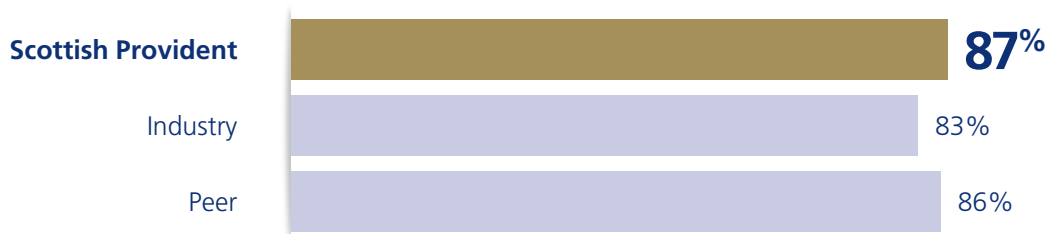
At Scottish Provident, we have a consistent record of award winning products and were delighted that our critical illness cover achieved the maximum 5 star rating by independent financial research company Defaqto for the seventh year running. While this is a huge achievement, we continue to develop all our products to ensure that our customers have the protection they need.



### Our people

Last year, we made a commitment to further improve our customer service team as we understand the impact this has on our customers experience, opinions and expectations. While we want to improve even further, we are pleased that our customers have benefited from our focus on developing people by rating us ahead of both our industry and peer for overall product and service.

Percentage rating: Very Good/Good



## What we are working on in 2011

We are pleased to be doing well but we want to improve even further. Here are just a few of our key activities in 2011:

### **Our people**

Our aim is to offer first class customer service and know that developing our people is the key to achieving this goal. That is why we have continued our training and coaching focus to ensure that we provide our customers with the support they need during all stages of their plan. We have also focused on increasing our customer service team's ability to resolve queries at the first point of contact as we understand the importance of delivering a quick and efficient service first time, every time.

### **Our processes**

While improving our customer service team will achieve real benefits, we are implementing this with more streamlined processes to provide our customers with the service they deserve. We are working closely with our medical providers to ensure that assessments are done as quickly and as accurately as possible and have introduced a specialist team to process applications. Combined with our continued training and coaching focus, these changes are designed to speed up the time taken to arrange new policies so we can give customers the cover they need as quickly as possible.

## Summary

We are committed to providing the products and service that our customers deserve and are proud that our hard work has been recognised by our customers in this year's survey results. We have many exciting plans for the year ahead which will continue to drive improvements in all areas of our business.

“ Since joining the Royal London Group, we've worked hard to improve all areas of our business and we're delighted that our customers are noticing the impact of these changes. While our results show that we're making real progress, we want to go even further so we can achieve our goal of first class customer service. We therefore continue to develop all areas of our business to ensure that we become an industry leader that doesn't just meet our customers' expectations but surpasses them.”



Gordon Watson  
Operations Director.