



**SEPTEMBER 26, 2013**

**CIRCULAR NO. 26/13**

**TO MEMBERS OF THE ASSOCIATION**

**Dear Member:**

**THE AMERICAN CLUB'S RECENT MEMBER AND BROKER SATISFACTION SURVEY:  
SUMMARY OF FINDINGS**

As most Members and their intermediaries are already aware, the American Club recently commissioned a survey to determine its performance across a range of service indicators.

The assignment was undertaken by Circle Research of London. This company specializes in market research generally and the conduct of business-to-business customer satisfaction surveys in particular.

The survey was carried out over several weeks from the beginning of July into early August, 2013. All Members and their intermediaries were consulted. About 20% of all those approached completed interviews with Circle Research, being a typical sample size for surveys of this kind. Participation was also broadly proportionate to the main geographical regions in which the Club does business, being North America, Europe and Asia.

**General feedback**

Overall, the survey indicated a generally high level of satisfaction with the American Club's services.

Members scored the Club at an average of 8.1 out of 10 across all indicators, and brokers at 7.2 out of 10. A satisfaction rating of 8 out of 10 or above is regarded as very good by reference to the standards of business-to-business surveys in general.

Members viewed the Club most positively by comparison with its competitors for its speed and efficiency of claims resolution, staff quality, relationship strengths and business culture. In all of these important areas, over six out of ten respondents regarded the American Club as being one of the top three performers within the International Group.

84% of Members interviewed said that they were quite likely, very likely or extremely likely to recommend the American Club to their clients or colleagues. The equivalent figure for brokers was 71%. In this context, about six out of ten Members said that the Club was, on all measures, *"better than other insurers"*.

An important survey metric is a net promoter score (NPS). This indicates the relationship between those who are extremely likely to recommend a service provider to a colleague or peer (promoters) and those who are not likely to do so (detractors). The numerical difference between promoters and detractors produces an NPS.

The American Club's Members gave it an NPS of +36 on average. This is significantly better than a theoretically neutral score of zero, and Circle Research's normative benchmark of +11.6 for business-to-business surveys in general.



## Feedback as to specific business areas

Underwriting, claims management, risk management and finance and accounting were areas identified for “deep dive” investigation of American Club performance.

The Club acquitted itself well in each of these areas. The Club’s underwriting, and finance and accounting, capabilities were regarded as being its leading strengths. Of those interviewed, there were 35% more who said that the Club’s performance in these sectors was among the top three within the International Group than those who said that its performance was of average standing in this respect.

The American Club’s claims and risk management functions were considered to operate at a level commensurate with that of International Group clubs as a whole. Since the Club aims to outperform in these areas, to the same extent that it does in the other sectors highlighted above, further analysis of how to achieve that aim is under way.

## Conclusions and next steps

The results of the survey indicate that the American Club is performing well in regard to the service it provides to both its Members and the broking community.

It is also encouraging that more than a third of those interviewed said that Club service had improved over the previous twelve months rather than simply remained the same. Among those interviewed in Asia, nearly one half said as much. Overall, only 2% of interviewees were of the opinion that service had deteriorated.

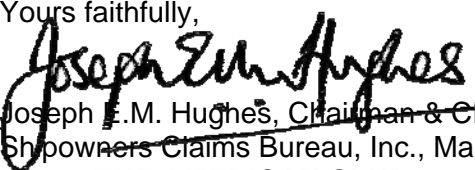
Notwithstanding the positive direction indicated by the results of the survey, areas for improvement remain.

Accordingly, your Managers are consulting with your Board to identify ways in which the Club can enhance the value it provides in those areas where it could do more to outperform its peers. New initiatives to streamline certain functions, and to grow the Club’s outreach to Members and brokers in every service sphere, are under review.

These initiatives are intended to bear fruit over the weeks and months ahead. Further news of specific projects will be communicated in due course. In order to monitor developments, a follow-up survey will be undertaken within the first half of 2015.

In the meantime, your Managers and Board thank those Members and intermediaries who participated in the interviews for their time and enlightening feedback. It was a thoroughly useful exercise, and has provided the Club and its Managers with much to think about, and act upon, in their unrelenting drive to provide unsurpassed service both now and in the future.

Yours faithfully,

  
Joseph E.M. Hughes, Chairman & CEO  
Shipowners Claims Bureau, Inc., Managers for  
**THE AMERICAN CLUB**