

Date:	12 May 2004
Subject	NIB Leading Customer Service

NIB Health Funds Limited (NIB) remains a national leader in customer service, according to results of an e-mail response study recently released.

Melbourne-based customer experience experts, Global Reviews, found NIB a clear winner in its inaugural E-mail Customer Service Benchmark of 20 top Australian companies.

The result is the latest in a series of customer service awards that NIB's Member Care Centre has picked up in national assessments in recent years.

NIB achieved a benchmark score of 68% overall, finishing ahead of Westpac (63.2%), NRMA (63.1%), Holden (63%) and ANZ (61.6%).

Global Reviews Director, Dr Adir Shiffman, said that NIB was included in the benchmark because of its well-known brand and the fact that the company is based outside a capital city.

"To be honest, we weren't surprised to see NIB do well as the fund has previously performed well in a number of other call centre studies," Dr Shiffman said.

"NIB's response to sales enquiries was particularly good with almost every e-mail dealt with perfectly."

NIB's Member Care Centre has also been judged best in Australia and best in industry in other call centre assessments.

The latest honour follows testing over a three-week period in late 2003, during which 30 e-mails were sent to each company. The assessment was based on the speed, etiquette, accuracy and quality of e-mail service across five distinct areas.

NIB's Chief Executive, Mark Fitzgibbon, said the fund's Member Care Centre operations were critical to its ongoing success.

"It's an evolution of the across-the counter service for which NIB has been highly regarded", Mr Fitzgibbon said.

"Our Member Care Centre employees are now handling more than 600,000 telephone enquiries a year, and almost 25,000 e-mails. Of these enquiries, 93% are resolved with just one call and customer satisfaction levels have been measured at 96%."

The E-mail Customer Service Benchmark assessed some of Australia's corporate heavyweights, such as Medibank Private, AAMI, Cadbury, Commonwealth Bank, NRMA, Holden, ANZ, Coles Qantas, Telstra, Virgin Blue, National Australia Bank and Woolworths.

NIB is Australia's six largest health fund and provides health cover for more than 580,000 people.

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