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PRESS RELEASE

Generali's Net Promoter Program recognized as world's best

Milan – Generali Net Promoter Program has been recognized as one of the world's most successful and expansive NPS program by Medallia – a global leader in Customer Experience management, consulting and software – during their Experience Europe 2017 Event, held in London. The event was attended by over 375 participants, from 25 different countries, to discuss the current state of the Customer Experience industry and the challenges it faces.

The Net Promoter System enables companies to listen to client feedback in real time and act on that feedback in order to resolve issues and improve services. Generali's program covers retail and corporate customers as well as distributors. NPS has contributed to making Generali a more customer centric insurance company, able to offer simpler, smarter and faster solutions to clients, and in turn raising consumer preference.

Since December 2014 Generali has implemented the Net Promoter System in 54 business units. Almost 8 million surveys have been sent and over 1 million responses have been received to date from customers, agents and intermediaries across the globe.

Isabelle Conner, Generali Group Chief Marketing & Customer Officer, commented: *"This recognition acknowledges the work carried out by Generali's 54 business units and the aim of the Net Promoter System to make our Group more customer centric. Listening to our customers to understand their expectations is important, but acting on that feedback and eliminating pain points is even more important. It contributes significantly to our company-wide transformation efforts."*

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THE GENERALI GROUP

Generali is an independent, Italian Group, with a strong international presence. Established in 1831, it is among the world's leading insurers and is present in over 60 countries with total premium income exceeding € 70 billion in 2016. With over 74,000 employees in the world and 55 million clients, the Group has a leading position in Western Europe and an increasingly significant presence in the markets of Central and Eastern Europe and in Asia. In 2017, the Generali Group was included among the most sustainable companies in the world by the Corporate Knights ranking.