What do customers have to say?

Here are just a few customer responses to the following open-ended question asking by our survey:

"Why is the fact that, "They demonstrate the ability to successfully address my insurance needs" the most important factor in your placing trust and confidence in your current insurance provider?

In the past when I've had to change or update my policies with them, they have always been able to respond quickly and offer suggestions of what I may need, or what may save me money.

If they don't successfully meet my needs, the rest doesn't matter.

They just do. They made sure we have the right amount of coverage if anything would ever happen to our property and cars.

It shows they are honest. They know which products work in which situations and which don't.

Because this is the whole point of getting insurance. If they can't meet my insurance needs there is no point in having insurance.

I get confused on all the coverages.

If they show they can address my needs, they will gain my trust.

It is personal. Everybody is different and so are their needs.

I would not be able to trust an insurance agent if they gave me bad advice, offered too much or too little insurance coverage or tried to milk me for more money.

They don't tell me what I need until I tell them what I want and then they give me that and tell me what else is available that would do me good. So they are addressing my needs.

Because they view me as an individual.

A company that address my needs, is a company providing me with the service I require. I'd rather pay a higher rate for the right services then a cheap rate for no service.

I need someone who understands not only the laws of coverage but what would be good for me and my family. I don't personally know the ins and outs of insurance so I need a person to help me make the right choices.

It tells me the person or company is truly listening to me and what it is I need to get out of the insurance I'm interested in purchasing.