

CELEBRATING CONSISTENT CUSTOMER SATISFACTION EXCELLENCE IN OUR 90TH ANNIVERSARY YEAR

making a healthy difference

westfield  health



AWARD WINNING CUSTOMER SERVICE

Since our inception in 1919, our focus has been to look after our customers. And the traditional values of customer care that inspired us way back then continue to drive us forward today. We are absolutely committed to delivering innovative, affordable healthcare products, complemented by outstanding customer service.

At Westfield Health, we're never complacent and are constantly looking for ways to enhance both our products and the service we provide. We fully recognise that in today's financial climate our products have to be both relevant and affordable, and we continually strive to ensure they meet our customers' needs. What's more, we really do listen to our customers. So 2009 has seen us commissioning, for the third consecutive year, an independent Customer Satisfaction Survey to assess how we are performing. **We are absolutely delighted that in our 90th anniversary year, our customer satisfaction score for the standard of our service and care was again over 90% – placing us in the top 5% of companies surveyed for the third consecutive year.**

The survey was once again undertaken by The Leadership Factor, an independent company specialising in measuring and improving customer satisfaction and loyalty. The Leadership Factor is the largest company in the UK to undertake surveys of this type. They publish just under 600 customer satisfaction surveys every year for many leading organisations which enables us to compare our results with other companies using an 'index' score.

CUSTOMER SATISFACTION SURVEY 2009

In order to ensure that we took an accurate measurement of our customers' satisfaction, and to ensure consistency, we used the same survey as in 2007 and 2008. As in previous years, 200 policyholders participated in the telephone questionnaire, providing us with a reliable sample size for analysis.

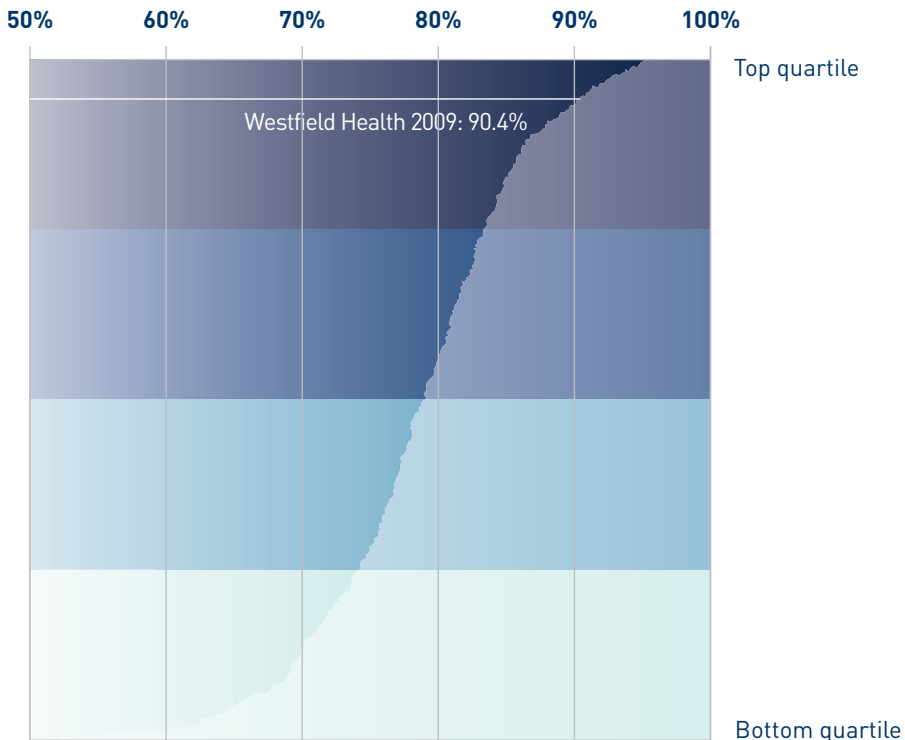
Carrying out this survey on a yearly basis enables us to monitor our performance, ensure we are meeting our customers' needs and identifying any areas our customers' feel could be improved.

A HAT-TRICK OF HAPPY CUSTOMER FEEDBACK

Feedback received from our policyholders has been consistently excellent for the third consecutive year. Resulting in an exceptional customer satisfaction index score of 90.4% for 2009, our 90th anniversary year.

We are delighted that our score, following the 2009 survey, places us in the top 5% of companies surveyed by The Leadership Factor, reinforcing our position as one of the most customer focused companies they have worked with.

The chart below shows Westfield Health's success in satisfying our customers compared to other organisations.



KEEPING PROMISES AND COMMITMENTS HELPFULNESS OF STAFF SPEED OF CLAIMS PROCESS REPUTATION OF WESTFIELD HEALTH EASE OF CONTACTING CUSTOMER SERVICES SPEED OF HANDLING ENQUIRIES ...

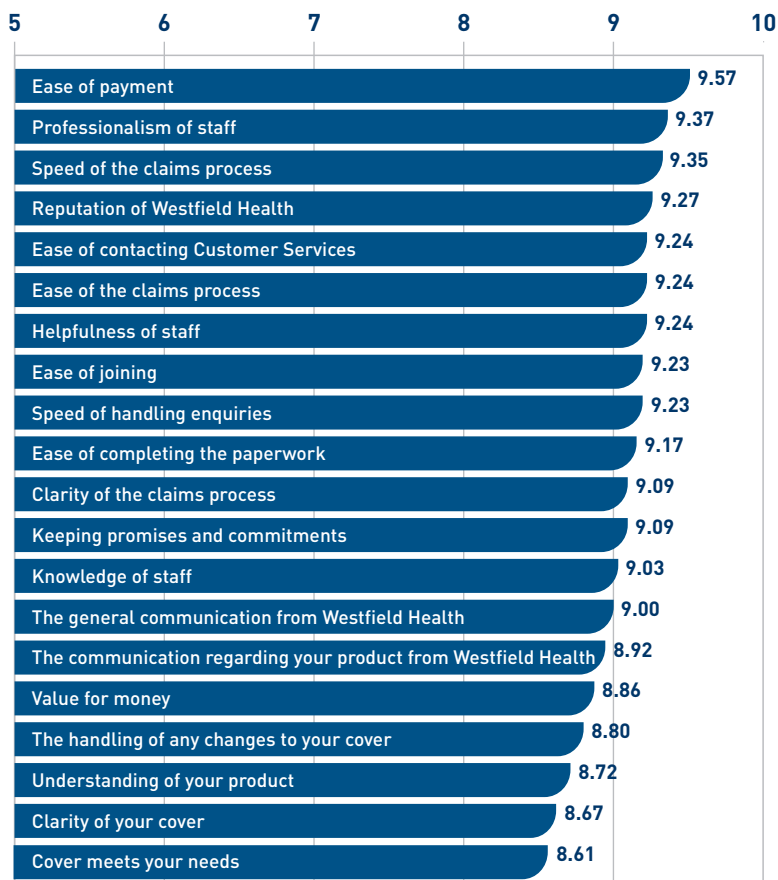
...are just some of our customers' requirements. We asked our customers how satisfied they were with Westfield Health's performance on 20 criteria, rating us on a scale of 1 to 10.

1 out of 10 = completely dissatisfied

10 out of 10 = completely satisfied

We earned particular praise for the ease of contacting Customer Services, the professionalism of our staff, the speed with which we handle enquiries and claims, and the ease of payment. Our customers also rated their satisfaction with the reputation of Westfield Health very highly.

As a company to whom integrity matters deeply, we were delighted with these excellent results which show how highly our customers regard us in terms of who we are and the service we provide to them.



CONSISTENTLY KEEPING OUR CUSTOMERS SATISFIED

Looking after our customers is at the heart of everything we do here at Westfield Health and we continually aspire to be the best. We fully recognise that the only way we can do this is to ask our customers what they need, really listen to their feedback and act promptly to make the appropriate changes and improvements.

We've recently conducted a comprehensive review of our Advantage and Good4you Plans, and feedback from our customers was incorporated from the very start. We made changes ranging from the benefits available and the way in which information was displayed in the literature, right through to simplifying the application form and improving the clarity of the rules.

We are committed to ensuring our customers understand their product and get the most out of their cover.

What our customers say about us...

"Any dealings that I have with the company are excellent, the members of staff have been very understanding and helpful and they treat me in the same manner that I would treat others."

"I have already recommended Westfield Health as I like the range of products included in their schemes, the ease of claiming, and the speed in which they operate. I also think it is good value for the contributions."

"I would recommend Westfield Health to everyone, they are excellent."

"Westfield does what it promises to do."

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We are celebrating our 90th anniversary in 2009, so it is even more special and fitting to get such positive feedback from our customers in this milestone year.

These results demonstrate that we still strongly uphold the traditional values of customer care that inspired us as a not for profit organisation in 1919. Indeed, this caring culture drives us and ensures our customers are at the centre of everything that we do.

We are extremely proud of such a high satisfaction score and committed to monitoring each aspect of our service to ensure that we maintain and improve on this exceptional result.

Surveys like this play a pivotal role in the product and service development of any proactive business, because we can only continue to give our customers what they want by listening to them and responding to feedback.

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Julie Gill

Executive Director
Westfield Health

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