

## **Customer Satisfaction Survey (CSS) 2024**

As part of the effort by Bank Negara Malaysia (BNM) to ensure all licensed Insurance & Takaful Operator players continue to deliver their commitment and service delivery as stated in their customers' service charters, both Bank Negara Malaysia (BNM) and Malaysian Insurance and Takaful Industry Associations (LIAM, MTA and PIAM) has appointed **NielsenIQ (Malaysia) Sdn Bhd (NielsenIQ)** to conduct a customer satisfaction survey.

This survey is an important step towards ensuring the industry meets the customer service standards as outlined in the Customer Service Charter (CSC) and to drive improvement on the delivery of overall customer experience by all insurance and Takaful industry players.

The survey will take place from **March to June 2025**, where your customer may be approached by NielsenIQ Malaysia researchers either through phone calls, emails or online survey.

Participation from your customers would be greatly appreciated to help the Insurance and Takaful industry in Malaysia to improve its customer service levels and to provide an exceptional customer experience.

We value your support and cooperation in advance and thank you for your attention to this matter.

**\*SABAH MAJU JAYA\***