ANNEXTURE - 1
A QUESTIONNAIRE
A Questionnaire on

A study of Customers’ satisfaction with the services of Life Insurance Companies with special reference to Surat district

Respected Life Insurance Policy Holder,

I do research and so I have designed this questionnaire to collect information to know your experience about of Life Insurance Companies. Your response will be treated confidential and used for only academic purpose. Please tick the number for your answer.

Part A: Policy Holder’s Profile

1. Name (optional) : _______________________________________________________

2. Gender: 1. Male 2. Female

3. Age: _________

4. Marital Status: ______________

5. Tehsil: ______________

6. Education:

   4. Under Graduate   5. Under post graduate   6. Post Graduate
   7. M.phil/Ph.D, etc.

7. Occupation:


8. Income (monthly): __________
Part B: Information related to Insurance Company

9. According to you which are the most important source to know about insurance Company? (Give 1 to 6 ranks)

   1. Print Media ____  2. Electronic Media ____  3. Friends/Relatives____  
   4. Hoardings ____    5. Direct Calling _____  6. Agents ____

10. Why do you purchase Life Insurance Policy?

   5. Agent Pressure       6. For children’s benefit  7. Other (specify)

11. From who have you purchased Life Insurance Policy?

   1. LIC                                2. ICICI Prudential  3. Max New York

12. What is the main reason for choosing LIC? (If not then skip this question)

   1. Semi Government     2. Easy Claim Settlement  3. After sales service
   4. Agent’s trust worth  5. Other (specify) ________

13. What is the main reason for choosing private sector? (If not then skip this question)

   4. After sales service  5. Easy claim settlement

14. Do you understand every feature of policy before you select one?

   1. Yes              2. No           3. Neutral

15. Which type of Life Insurance Policy you have?

   1. Term Insurance             2. Whole Life Insurance  3. Endowment Insurance
   7. Other (specify): ____________

16. Term of Insurance?

   1. 1 year           2. 1 to 5 year             3. 5 to 10 year            3. More than 10 year

17. Which fund do you prefer in Life Insurance Policy?


18. Mode of premium payment preferred?

   1. Installment   2. Single premium
Part C: Customers’ Perceptions (Experience) By the Services

The following statements are based on experiences as a policy holder of a Life Insurance companies. Before expressing your view regarding experience, think about the kind of services which you have experienced by the company. Preferences are given into 1 to 5 scales points where, 1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strongly Agree. There is no right or wrong answer. We are interested in the number that truly reflects your Experience regarding insurance company that would deliver excellent quality of service.

<table>
<thead>
<tr>
<th>No.</th>
<th>Quality Components</th>
<th>Experience</th>
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<tbody>
<tr>
<td></td>
<td>S.D</td>
<td>D</td>
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<tr>
<td>01.</td>
<td>They are well present.</td>
<td>S.D</td>
</tr>
<tr>
<td>02.</td>
<td>They are never too busy to respond to your request.</td>
<td>S.D</td>
</tr>
<tr>
<td>03.</td>
<td>They understand your problems.</td>
<td>S.D</td>
</tr>
<tr>
<td>04.</td>
<td>They are capable to solve your problems.</td>
<td>S.D</td>
</tr>
<tr>
<td>05.</td>
<td>Their solutions to problems are appropriate.</td>
<td>S.D</td>
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<td>06.</td>
<td>They keep their promises in time.</td>
<td>S.D</td>
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<tr>
<td>07.</td>
<td>They handle your problems sincerely.</td>
<td>S.D</td>
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<td>08.</td>
<td>You can fully depend on them.</td>
<td>S.D</td>
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<td>09.</td>
<td>They maintain accurate record of your service usage.</td>
<td>S.D</td>
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<td>10.</td>
<td>They perform the service right the first time.</td>
<td>S.D</td>
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<td>11.</td>
<td>They tell you exactly when service will be performed.</td>
<td>S.D</td>
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<td>12.</td>
<td>They provide service without delay.</td>
<td>S.D</td>
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<td>13.</td>
<td>They are always willing to help you.</td>
<td>S.D</td>
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<td>14.</td>
<td>They give their customer short waiting time or fast service rotate.</td>
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<td>15.</td>
<td>They are honest.</td>
<td>S.D</td>
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<td>16.</td>
<td>Their behavior fills confidence in their customers</td>
<td>S.D</td>
</tr>
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<td>17.</td>
<td>They are consistently polite with their customers.</td>
<td>S.D</td>
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<td>18.</td>
<td>The company provides support so they can perform their job well.</td>
<td>S.D</td>
</tr>
<tr>
<td>19.</td>
<td>They give individual attention on you.</td>
<td>S.D</td>
</tr>
<tr>
<td>20.</td>
<td>They understand your specific needs.</td>
<td>S.D</td>
</tr>
<tr>
<td>21.</td>
<td>They keep you informed about services.</td>
<td>S.D</td>
</tr>
<tr>
<td>22.</td>
<td>They have their customer best interest in heart.</td>
<td>S.D</td>
</tr>
</tbody>
</table>

Overall Service Quality provided by Life Insurance Company is excellent.
1-Strongly Disagree 2-Disagree 3-Neutral 4-Agree 5- Strongly Agree
Part D: Satisfaction, Loyalty and Recommendation

1. How satisfied or not satisfied you are with the services of your Life Insurance Company


2. I intend to continue to keep the policy from this your Life Insurance Company for a long time.

   1- Strongly Disagree  2- Disagree  3- Neutral  4- Agree  5- Strongly Agree

3. I am willing to say positive things about this your Life Insurance Company to other people.

   1- Strongly Disagree  2- Disagree  3- Neutral  4- Agree  5- Strongly Agree

Informed Sanction Form

1. I have confirmed that I have read and understand the purpose of the above study and get the opportunity to ask the question.

2. I understand that my perception is voluntary and I am free to withdraw anytime without giving any reason.

3. I agree that the information I have given is without any pressure and bias.

Date:                      ___/___/201

Signature: ________________

Thanking You