

Date: 23 December 2024

Dear Valued Customers,

NATIONWIDE CUSTOMER SATISFACTION SURVEY (CSS) 2024/25 BY NIELSENIQ MALAYSIA

We are pleased to announce that the biennial Customer Satisfaction Survey (CSS) 2024/25 has officially commenced and is currently on-going.

The CSS is a joint effort of the insurance industry (Life, General & Takaful), working under the purview of Bank Negara Malaysia (BNM), to:

1. measure customer satisfaction with the services provided by Insurance and Takaful players in Malaysia;
2. improve overall customer service delivery of the Insurance and Takaful industry based on customers' experiences; and
3. solicit ideas and suggestions from customers on ways that the Insurance and Takaful industry can serve them better.

The CSS is conducted once every two (2) years, and for the 2024/25 survey BNM alongside the three industry associations representing insurance companies and takaful operators namely Persatuan Insurans Am Malaysia (PIAM), Life Insurance Association of Malaysia (LIAM), and Malaysian Takaful Association (MTA) have jointly appointed NielsenIQ (Malaysia) Sdn. Bhd. ("NielsenIQ") to conduct this survey. NielsenIQ is a global and reputable international market research firm, which specializes in consumer.

As part of our Customer Service Charter, we are committed to continuously improve our services to you. As such, this survey will help us understand your inputs better as your feedback is essential in helping us enhance your customer experience. Should you be contacted by NielsenIQ, we would genuinely appreciate your participation in the survey, which will be conducted via telephone.

Please be assured that all your information and responses will be kept strictly confidential in compliance with the Personal Data Protection Act 2010 (PDPA) and used solely for the purposes of the survey.

Should you have any questions or concerns regarding the survey, please do not hesitate to contact our customer support representative at 1800 88 1629.

Speed. Service. Tender Loving Care.

At your service,
The Pacific Insurance Berhad
Co. Reg: 198201011878