

# Case Study

## DAIMLER Daimler Insurance Services

First National  
motor insurance  
intermediary to  
achieve the  
Customer First  
Standard

### Who Are You?

Daimler Insurance Services UK Ltd

### What is Your Customer First Status?

We achieved the Customer First Standard in June 2008

### Why Go For Customer First?

- To challenge ourselves against an external standard
- To secure a competitive edge
- To demonstrate to the Financial Services Authority that we have a culture of 'Treating Customers Fairly'

### What Were The Benefits of Being Assessed?

- It helped us to review our business from end to end
- Identified areas for improvement to take back to the wider business for delivery

### What Improvements Followed?

- Reinforced our feedback loops to ensure the voice of the customer is heard

### Why Are You Recommending Customer First?

- Customer First provides a structured approach to internal and external critique
- It is a valuable learning experience and team building exercise for all levels of a business

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**“As part of a major global business, we have to secure a crucial competitive edge – ‘Delighted Customers’.”**

Over the past 10 years, Daimler Insurance Services UK Ltd have become an established and respected name for delivering quality insurance services to tens of thousands of drivers of **Mercedes-Benz, Smart, Chrysler, Dodge and Jeep** nationally.

Based in Milton Keynes but part of a major global brand, the insurance intermediary has 48 staff across all levels, driven to ‘inspire customers with first-class products and services’. The insurance market for quality brands such as Mercedes-Benz is (as Steve Carter, Daimler’s Group Insurance Compliance Director) points out, “intense”. Steve elaborates by saying:

***“Competition in our markets is intense. In order to be successful we have to secure a crucial competitive edge, delighted customers. Our key to our success is always having an eye on our markets. We must focus strongly on the needs of the customer and market, as part of a major global company we must maintain a great reputation with our customers.”***

To ensure customers expectations and wishes were not just being met but exceeded, Daimler Insurance Services embarked on a rigorous journey to see how well they measured up against the National Customer Service Standard, ‘Putting the Customer First®’.

In the 7 months of working towards the standard, they found that Customer First provided them with a structured approach to evaluating all aspects of the business such as their customer interface, their feedback measures and their market approach; Steve continues – “We wanted to challenge ourselves against an external standard to see how well we measured up to our aspirations. We formed a self assessment team from all areas of the business and through a series of workshops [guided by a Customer First Approved Consultant], systematically reviewed the business from end to end.”

Steve adds that the Customer First support and internal work of the team ensured “we spotted areas for improvement; actions were taken back to the wider business for delivery. It is early days but we have reinforced our feedback loops to ensure that the customer voice is heard loud and clear.”

Why is Daimler Insurance Services keen to recommend the Customer First Standard?

“The Customer First Standard provides a structured approach to an internal and external critique of a business, which for us was a valuable learning experience and a positive team building exercise. We can now also use working towards the Customer First Standard as a way to demonstrate to the Financial Services Authority that the culture of ‘Treating Customers Fairly’ is embedded across the business”.

