

## **Customer Engagement Survey Q&As**

### **Why is MLC conducting this survey? Why is Fifth Quadrant contacting me/my clients?**

MLC is conducting this study to better understand the experience our account and policy holders have with us including what's important to them and how we're performing. The findings will go toward improving the experience our customers have with us.

### **Who is Fifth Quadrant?**

Fifth Quadrant is an independent market research company that we've commissioned to undertake this research on our behalf. Nature is also a member of the Australian Market and Social Research Society and abides by their Code of Professional Behaviour.

### **Is this research legitimate?**

Yes, this is a legitimate research study and in keeping with the Privacy Act, all responses to the survey are treated in the strictest confidence.

### **What details have been provided to Fifth Quadrant?**

The interviewers will be given customer contact details only for the purpose of making the telephone call to conduct the survey.

### **How will the information from the study be used?**

The findings from this research will help us identify which aspects of our customers' experience with us impact their level of satisfaction both positively and negatively. It will also help us understand what is important to our customers and how we are performing against those expectations. This information will be shared within the business to improve our products and services.

### **What types of questions are being asked?**

The questions being asked are around the products we offer, how customers interact with us, and how we communicate with them. This will help us understand the difference an advice relationship makes in terms of customers' overall satisfaction with us.

### **How are customers selected to participate in this study?**

Customers are selected based whether they are new MLC customers, have contacted us in the last month and have or haven't contacted in the last 24 months. Only those customers that provided marketing contact consent have been selected to participate in this research.

### **Will individual customers be identified?**

No, the individual responses of customers will not be identified. Furthermore we won't know which customers have or have not participated. In keeping with the Privacy Act, all responses to the survey are treated in the strictest confidence. All responses will be collated, analysed and reported at an overall level only.

### **Will individual advisers be identified?**

No, we won't know the names of advisers or advice businesses that customers may refer to.

### **Who do I contact for further information?**

If you have any questions about this survey, please contact Jayson Chaplin from MLC's Insights Team on (02) 9237 9640 [Jayson.Chaplin@nab.com.au](mailto:Jayson.Chaplin@nab.com.au)