

ABSTRACT

Title: Customer satisfaction research for a company ePojisteni.cz s.r.o. through the method of Net Promoter Score.

Goals: The aim is to analyze satisfaction and loyalty with company ePojisteni.cz s.r.o. and propose measures that would lead to increased satisfaction and loyalty both of the sides - the customer on the one side and company ePojisteni.cz s.r.o. on the other.

Methods: Satisfaction and loyalty were measured using the Net Promoter Score. It is a tool that allows rapid measurement of customer loyalty. Question: "How likely is that you recommend us to your friends?" was sent to 400 respondents. This issue was further extended verbal evaluation. Some shortcomings I sought a solution with the product manager of the company.

Results: The company ePojisteni.cz s.r.o. is broker of insurance for czech insurance company. The result of method Net Promoter Score is hopeful. The customers are very contented with this company and they are loyal. In second part of research the customers warn about some shortcomings. On these shortcomings I was looking for a solution with Product manager of the company.

Keywords: loyalty, customer, insurance, insurance contract, the policyholder, insurer, insurance company, broker, agent, method, analysis.