

# Brokers and SME claims: a satisfying research result

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Our Vero SME Insurance Index 2021 research shows that, in general, broker and adviser clients are significantly more likely to be satisfied with their claim, and this in turn leads to higher broker and adviser satisfaction overall.



Clients who use a broker are more likely to be **satisfied with their claims experience** than direct buyers.

Broker clients

65%

Direct buyers

60%



Clients who use a broker are more likely to have **their claim outcome meet their expectation** than direct buyers.

Broker clients

87%

Direct buyers

80%



Clients who are satisfied with their claims are significantly more likely to be **satisfied with their broker** than clients who are dissatisfied with their claims.

Satisfied with claim

69%

Dissatisfied with claim

51%



Broker clients with higher reported claims outcomes\* tend to be **more satisfied** than broker clients with lower claims outcomes.

Higher claims outcome

63%

Lower outcome

52%

\*over 75% of loss covered by claims



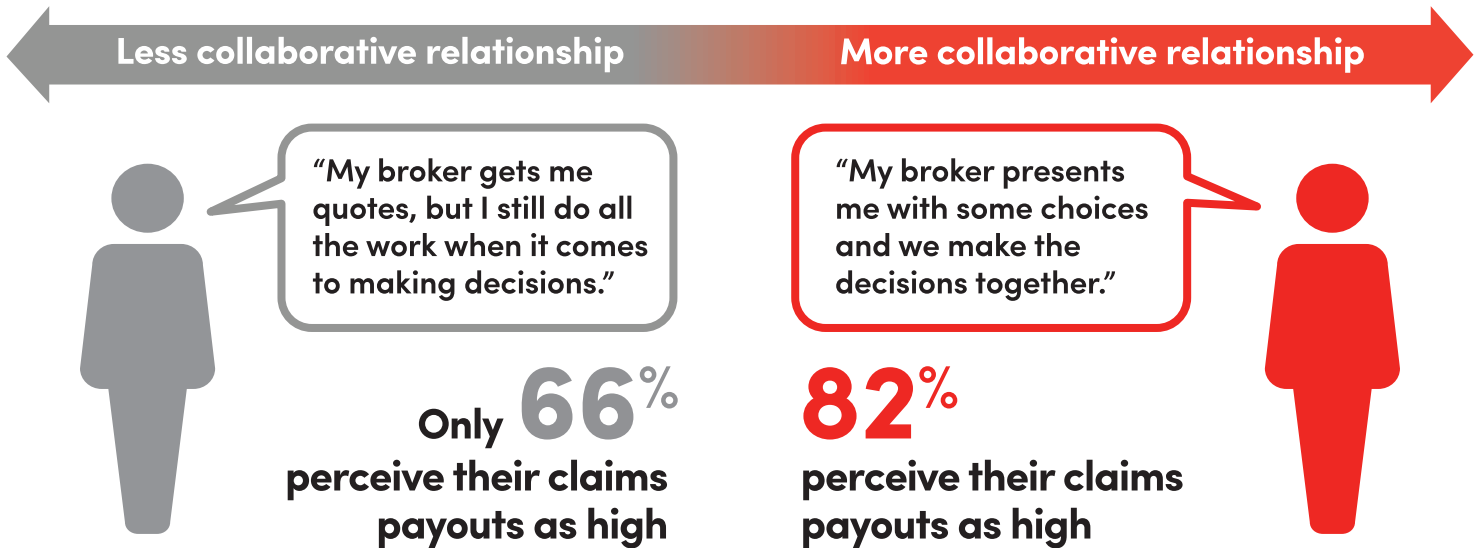
## Here's how we can help you:

You can use the Vero Risk Profiler to help support your conversations with SME clients. There's a wealth of information on typical business risks including claims stats, checklists and in-depth information on high risk activity for different industries. Find it at [vero.co.nz/risk-profiler](https://vero.co.nz/risk-profiler)



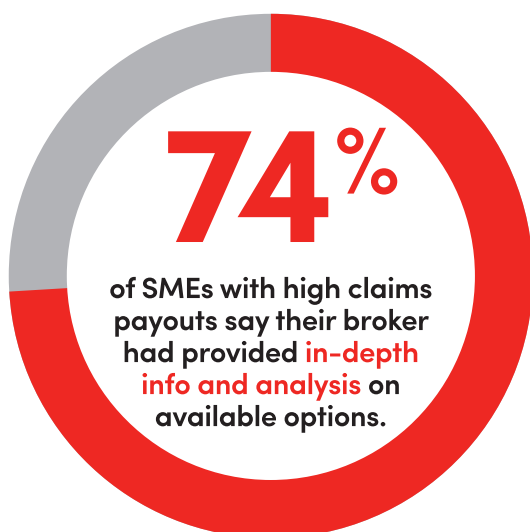
# Making sure your SMEs are satisfied

Our SME research shows that the more brokers and advisers collaborate with clients, the more likely their clients are to experience claim outcomes that meet their expectations.



## Collaborate with your SME clients

By working closely with clients, brokers can provide an insurance package that’s most appropriate for the individual business, creating more satisfied clients. But there’s also a clear connection between clients receiving in-depth information from brokers, and higher claims payouts. It seems that being better informed leads to a payment that is more aligned with the customer’s expectations:



## CHECKLIST

### How you can build a closer relationship with your SME clients

- In-depth risk assessment is linked to higher satisfaction, so provide in-depth risk assessment specific to your client’s industry, as per [vero.co.nz/risk-profiler](https://vero.co.nz/risk-profiler)*
- Vero’s SME Index provides independent evidence of the benefit of a broker relationship at claim time. Brokers and advisers can proactively communicate differences in satisfaction to prospective clients.*
- Consider opportunities to reassess your clients’ cover at regular intervals, such as when their circumstances change, as well as at renewal time.*

Visit [vero.co.nz/sme-index](https://vero.co.nz/sme-index) to access the full report for more insights.