



Forrester's US 2017 Customer Experience Index Reveals Complete Rankings of 17 Health Insurance Brands

September 28, 2017

CAMBRIDGE, Mass., Sept. 28, 2017 /PRNewswire/ -- While overall customer experience (CX) quality of brands in Forrester's US 2017 [Customer Experience Index \(CX Index™\)](#) worsened from 2016 to 2017, progress specific to the health insurance industry was stagnant this year. This stall was due to an even mix of modest gains and falling scores of the 17 health insurance brands ranked this year – an industry on the hunt for the next great innovation.

Forrester's US CX Index, 2017: Rankings Of Health Insurance Companies

Based on a survey of nearly 120,000 US online adult consumers, Forrester's CX Index measures and ranks more than 300 US brands across 21 industries to identify how well a brand's customer experience strengthens the loyalty of its customers. Of the 315 US brands ranked in 2017, [17 health insurance brands were analyzed](#) to determine how customers perceive their experiences and how CX drives loyalty. Key findings include that:

- Of the 21 industries ranked in Forrester's CX Index, CX quality of the health insurance industry is among the lowest. This allows 'top performers' to be successful among their industry by performing at the rough equivalent to a C grade.
- The top emotions that drive loyalty are feeling appreciated, respected and valued, while annoyance, disappointment and frustration drive customers away. For health insurers, Forrester's CX Index data revealed that 88% of valued customers will advocate for the brand and 61% plan to stay with that brand, while only 11% of frustrated customers will recommend a brand and just 24% will stick to their insurer.
- Three healthcare insurance brands held their positions at the top of the ranking: Kaiser Permanente, Humana, and Empire Blue Cross Blue Shield. Kaiser has held the number one spot since 2015, and while Humana is also on its third year in second place, it continues to slightly close the gap between first and second place each year.

"The keys to achieving customer experience leadership for health insurers reside in not only understanding the drivers of CX quality – but also which drivers are most important to their customers," Forrester Chief Research and Product Officer Cliff Condon said. "Customer service is the most important driver category yet only 57% of customers report having received good customer service from their health insurer. In fact, insurers rank the third lowest among private sector industries for customer service."

[Contact us](#) to learn more about how Forrester's CX Index can help your business.

About Forrester's CX Index

Forrester's CX Index is the most complete and powerful CX tool in the market today. The CX Index gives businesses a deep and actionable understanding of the quality of their customers' experiences, competitive benchmark data so that business and technology leaders know how they stack up against their peers, and the ability to model the improvements that will have the biggest impact on revenue.

For more information, please visit <http://forr.com/cxindex>.

About Forrester

Forrester (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We work with business and technology leaders to develop customer-obsessed strategies that drive growth. Forrester's unique insights are grounded in annual surveys of more than 675,000 consumers and business leaders worldwide, rigorous and objective methodologies, and the shared wisdom of our most innovative clients. Through proprietary research, data, custom consulting, exclusive executive peer groups, and events, the Forrester experience is about a singular and powerful purpose: to challenge the thinking of our clients to help them lead change in their organizations.

Contact

Forrester

Jenna Vassallo, 617-613-5746

Public Relations Manager

jvassallo@forrester.com

View original content with multimedia: <http://www.prnewswire.com/news-releases/forresters-us-2017-customer-experience-index-reveals-complete-rankings-of-17-health-insurance-brands-300527644.html>

SOURCE Forrester