

# Malaysia Insurance & Takaful Customer Satisfaction Survey 2024 (CSS 2024)

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## List of Abbreviations

Banca	Bancassurance/ banca takaful
BNM	Bank Negara Malaysia
CSC	Customer Service Charter
CSI	Customer Satisfaction Index
CSS	Customer Satisfaction Survey
CX	Customer experience
FT	Family takaful
GI	General insurance
GT	General takaful
ITO	Insurance/ takaful operator
KPI	Key performance indicator
LI	Life insurance
LIAM	Life Insurance Association of Malaysia
MTA	Malaysian Takaful Association
PIAM	Persatuan Insurans Am Malaysia
pts	Percentage point
SOP	Standard Operating Procedure
DITO	Digital Insurance and Takaful Operator

# Key findings from Customer Satisfaction Survey (CSS) of Insurance & Takaful Industry 2024

## Executive Summary

- **A Steady rise in customer satisfaction** Since the Customer Service Charter (CSC) was reintroduced in 2018, customer satisfaction with insurance and takaful services has steadily improved. Between 2022 and 2024, the satisfaction score increased from 85 to 88 - a clear sign that service standards are heading in the right direction.
- **Changing expectations during and after the pandemic** During the pandemic, customers prioritized fast access to call centre and branch, quick quotations, and data privacy. Post-pandemic, customer focus shifted to fast query responses, satisfactory complaint resolution, knowledgeable staff, and flexible plans tailored to their needs.
- **Low awareness of the Customer Service Charter** Despite its benefits, only 29% of customers were aware of the CSC in 2024. The CSC helps customers understand their rights and the expected service standards. Insurance and takaful providers should enhance CSC awareness amongst their customers through clearer and more engaging communication, as it is observed that higher CSC awareness improves customer satisfaction.
- **Need for faster and transparent claim process** Customers raised concerns about slow handling of claims, and unclear reasons for claim rejections. To grow trust and peace of mind, the industry should simplify claim process, reduce the processing time, and keep customers informed.
- **Channel specific concerns: Call center and Banca** Customers who buy insurance/ takaful through banks or call centres are often less satisfied. They struggle to compare plans, add extra coverage, and get help when making a claim. These channels should clearly explain how to get support and file claims during the buying process.
- **Digital services are getting better** More customers now know that they can buy or ask about insurance and takaful services via online channels. More customers use online platforms to buy and get help. As the industry puts more focus on digital tools, satisfaction among customers who bought via digital channels improved from 76% in 2022, to 85% in 2024.
- **Inclusive support to vulnerable customers** Around 43% of insurance and takaful customers fall into the vulnerable category due to limited financial literacy, low savings, or high debt levels. Even though they use digital channels less often, their satisfaction scores remained high due to the strong support through offline services.

## Background

A customer service charter explains what service customers should get and how companies will help if problems arise. In 2018, Insurance and takaful associations worked with Bank Negara Malaysia (BNM) to update the Customer Service Charter (CSC).

Bank Negara Malaysia's (BNM) Financial Sector Blueprint 2011-2020 mandates financial service providers to publish customer service charters and lay down processes to measure their performance against the charter. Every two years, the industry checks customer satisfaction to make sure customers get good service.

The revised charter has four key service pillars:

- **Pillar 1:** Make insurance and takaful services easy to buy
- **Pillar 2:** Understand your customer
- **Pillar 3:** Give fast, clear, and helpful service
- **Pillar 4:** Handle claims fairly and quickly

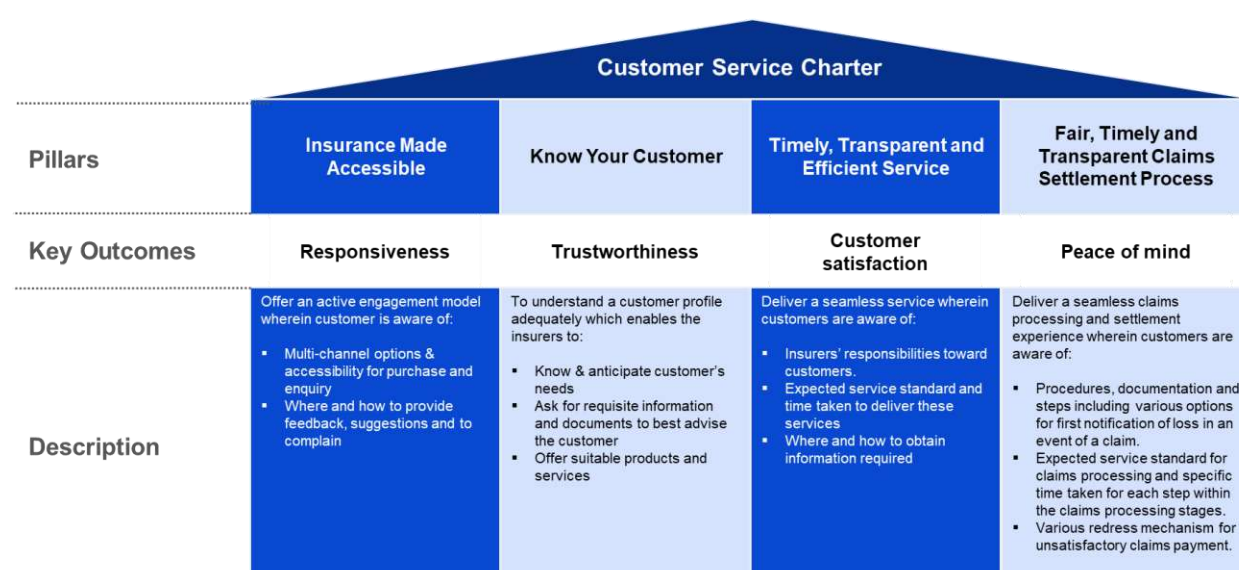


Figure 1. The four pillars of customer service charter of insurance/ takaful industry

## Customer Satisfaction Survey 2024 – Objectives and Design

The industry measured customer satisfaction in 2018, 2022, and 2024. The associations appointed NielsenIQ Malaysia, an independent market research company to evaluate the industry performance. The 2024 survey took a closer look at how customers use digital platforms and how satisfied they are. The survey aimed to:

1. Learn how customers connect with insurance and takaful companies
2. Check if services meet the Customer Service Charter (CSC)
3. See how much customers trust insurance and takaful providers
4. Explore if customers are happy with the products and services
5. Understand whether customers feel peace of mind while using insurance/ takaful
6. Measure how customers use and rate digital platforms

In CSS 2024, a total of 48 insurance and takaful operators participated. This included 15 takaful operators, 14 life insurers, and 19 general insurers. NielsenIQ Malaysia collected customer feedback between November 2024 and April 2025, using customer lists shared by each company. NielsenIQ team randomly selected the participants and interviewed them by phone. To qualify, they must have bought a policy or certificate or made a claim between January 2023 and December 2024. In total, 9,196 customers took part in the survey.

The results were used to:

- Track insurance/ takaful industry's performance compared to 2018 and 2022
- Set industry-wide benchmarks
- Find what works well and what needs improvement
- Publish customer satisfaction scores for each ITO

Each insurance and takaful company received a tailored report to support action planning and service improvements.

## Customer Satisfaction Index (CSI) Score

The CSI is a score from 0 to 100 that shows how happy customers are with their insurance or takaful experience. It looks at three areas: buying a plan, getting support, and making claims. A higher score means better customer satisfaction. This index helps compare how well different companies perform and how they improve over time.

### Continuous Improvements in Customer Satisfaction

In 2024, customers were more satisfied with insurance and takaful services in Malaysia. Results showed that companies worked hard to improve the experience by learning from the 2022 study.

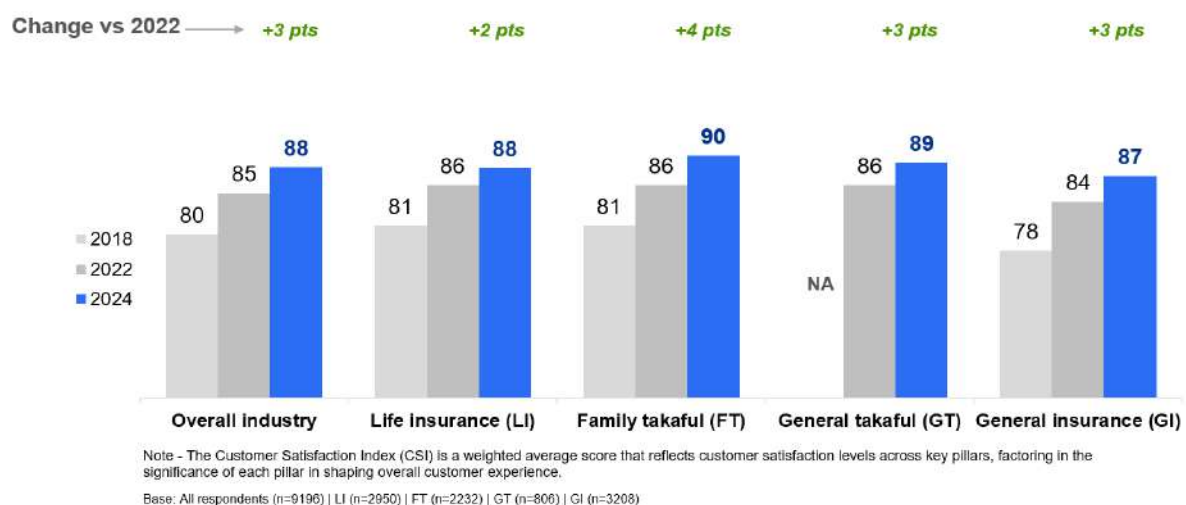
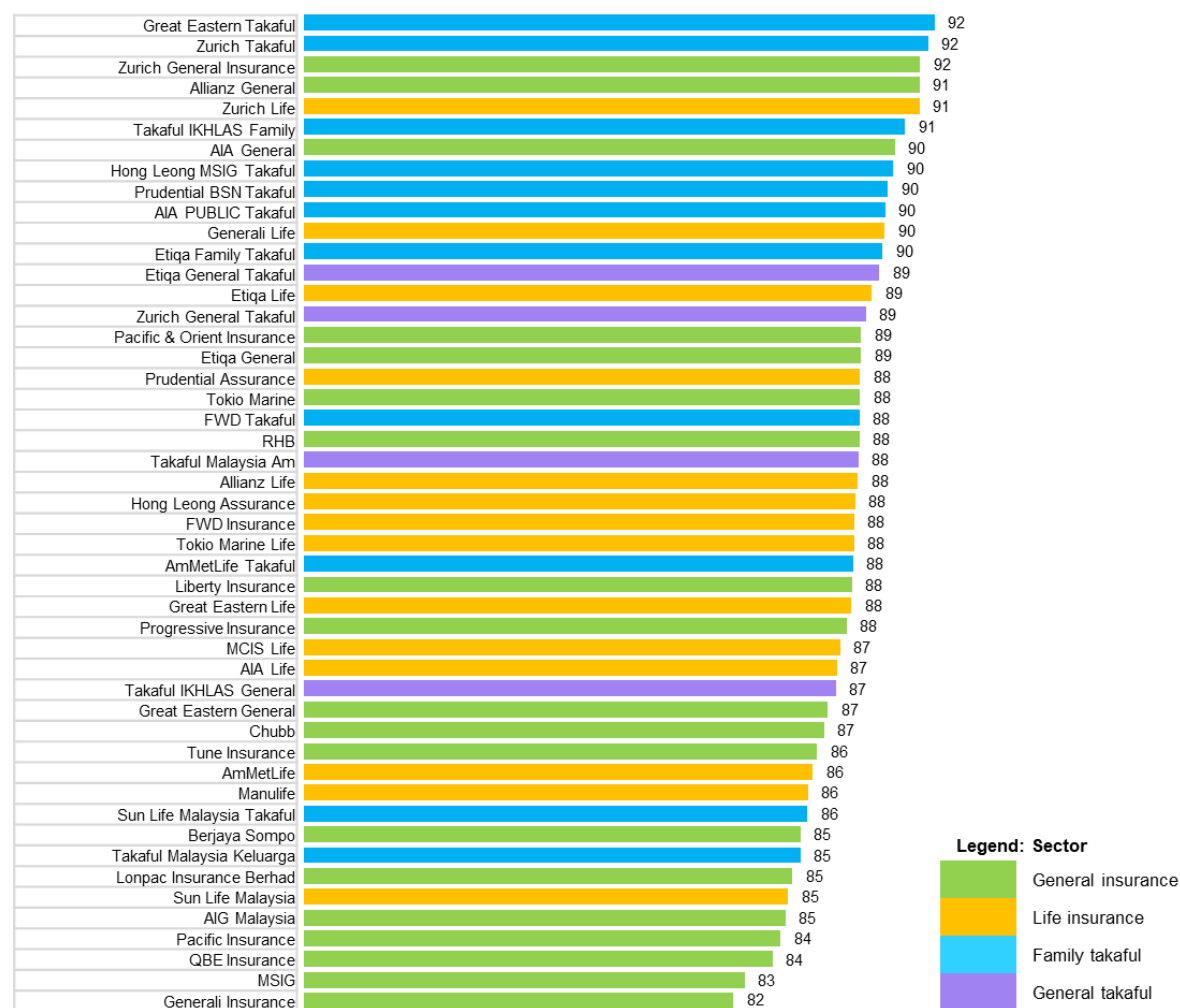


Figure 2. Malaysia insurance/ takaful industry Customer Satisfaction Index (CSI) 2024

Note: In 2018, only one general takaful company took part in the Customer satisfaction survey. This was because some companies were still changing from a composite takaful license to focusing only on general takaful. That is why results from 2018 were not available for general takaful sector.

## Customer Satisfaction Index (CSI) scores by ITO

Out of the 48 insurance and takaful companies in the study, 37 improved their customer satisfaction scores. Seven maintained their previous scores, while only three companies saw a drop. Overall, this shows strong progress across the industry.



Note: All CSI scores have been rounded off to their nearest full number

Figure 3. Insurance/ takaful operator performance on the Customer Satisfaction Index (CSI) score



## Voice of Customers

Positive sentiment toward insurance and takaful providers improved from 74% in 2022 to 77% in 2024. As in past years, the top reason was positive experiences with agents and front-line staff.

While negative sentiments have dropped from 23% to 16%, complaints can still be seen in:

- Claims that were slow or hard to follow
- Delayed replies after buying or during claims
- Not getting clear explanation about getting help and claim process
- Trouble using mobile App or company website

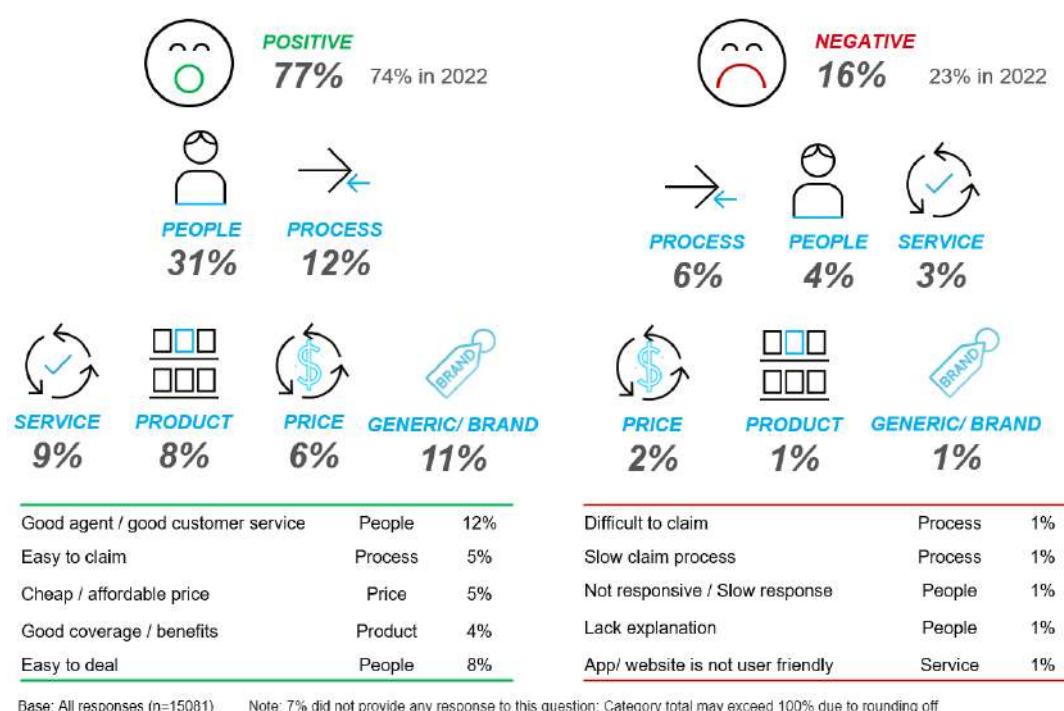


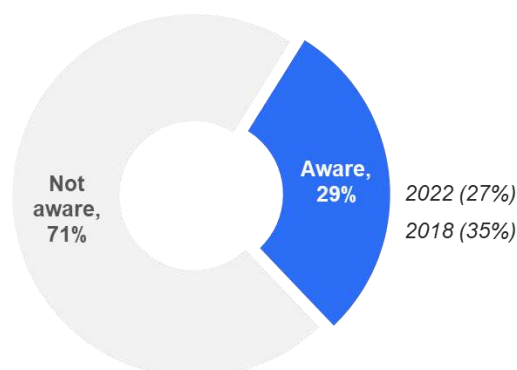
Figure 4. Reasons provided for overall satisfaction/ dis-satisfaction

## Awareness of Customer Service Charter (CSC)

Customer Service Charter (CSC) awareness improved by 2 points compared to 2022, especially in Family Takaful and General Insurance sectors. Customers who bought policies at company branches or online are more aware.

However, awareness remains low across the industry. Many customers do not know what service standards they can expect. Insurance and takaful companies must reach more customers and explain what they can expect in clear and simple ways.

Customers in Central and Northern regions, and those aged 45+, are less familiar with the CSC. Agents and frontline staff should highlight on this during sales. Interactive tools like short videos, step-by-step guides, or quick FAQs can help customers learn easily.



By Association	LI	FT	GT	GI
CSC 2024	28	38	26	25
CSC 2022	31	34	27	21
+/- pts. vs 2022	-3	+4	-1	+4

Figure 5. Awareness of Customer Service Charter

## Importance of CSC Awareness in Elevating Customer Satisfaction

It has been observed that higher CSC awareness improves customer satisfaction due to:

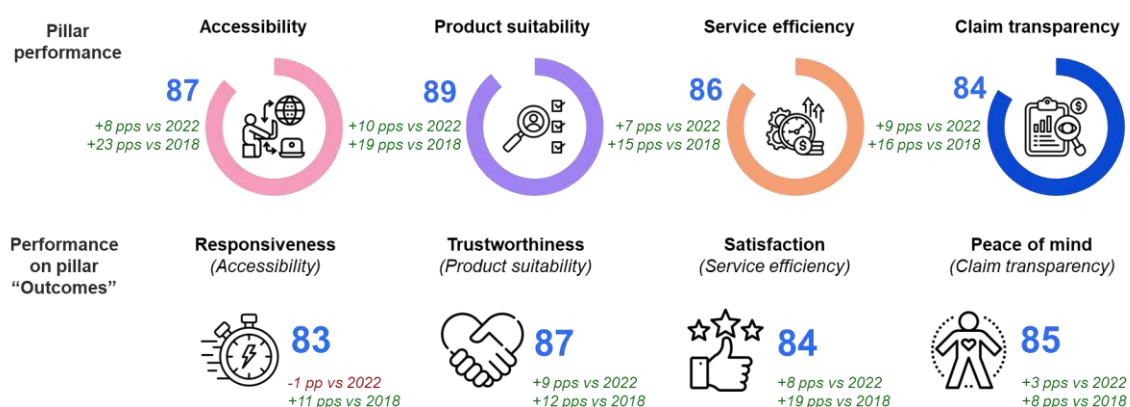
- **Clear commitments** When customers know what to expect — such as response time or how to raise issues - they feel more confident and less stressed.
- **Improved accountability** A clear CSC indicates that the company will honour its obligations. This builds trust.
- **Helpful knowledge** When customers understand their rights and support options, they can solve problems more easily and feel more in control.
- **Better service during key moments** Knowing about the CSC matters most during claims or complaints. It helps customers understand their rights, manage expectations, and makes the process easier during tough times.

## Industry Performance by CSC Pillars and Outcomes

Since 2018, the industry has made insurance and takaful services more easily accessible to people. It has also improved in offering products that better match what customers need. Even during the pandemic, companies continued to offer solutions to serve customers more effectively.

Ongoing efforts in product innovation, customer service, and digital upgrades have built greater trust in insurance and takaful industry. These changes have made the buying and usage experience smoother and more satisfying. Customers now feel more confident in their choices and enjoy better peace of mind.

Still, one area that needs work is Responsiveness. To improve this, companies should reply faster to customer queries, give quick updates via WhatsApp and email, and shorten waiting times at call centre.



Figures denote % of customers who were very satisfied/ satisfied

Figure 6. Performance of CSC pillars and outcomes of the pillars

## Drivers of Satisfaction in the Insurance & Takaful Industry

We used a method called regression analysis to find out which parts of the customer experience have the biggest impact on overall satisfaction. This helped us to measure the impact of each driver on customer satisfaction—and what improvements will make the biggest difference.

Think of it like going out to eat. How much you enjoy the meal would depend on many things: the menu, taste, speed of service, and the atmosphere. Regression shows how each of these factors shape your overall dining experience.

The results showed that customer support after buying the insurance/ takaful product is the strongest driver of satisfaction. The next most important is product suitability, similar to the CSS 2022 study findings. The top five satisfaction drivers were:

1. Prompt follow-ups on customer queries, complaints, or requests

2. Satisfactory resolution of queries, requests, and complaints
3. Knowledge and professionalism of staff and agents
4. Timely resolution of queries, requests, and complaints
5. Availability of products that meet customer needs

These findings show that customer expectations have changed since the pandemic. Customers used to care more about privacy, fast access to support, and quick quotations. Now, they want better experiences such as faster replies, personalized products, and high-quality service.



Figure 7. Drivers of satisfaction of overall insurance/ takaful industry

## Importance of Claim Experience

For customers who have gone through a claim, that experience becomes the biggest factor driving their overall satisfaction. This shows how important it is to communicate clearly, respond quickly, and show empathy during the claims journey.

**The Moment of Truth:** Claims are the real test of an insurer/ takaful operator's commitment. It is where expectations built over time meet emotional urgency. Customers seek not just a payout—they want proof that their insurer/ takaful company truly supports them during tough times.

**Cognitive Overload:** Claims often happen during stressful moments. If the process is unclear or complex, customers can feel overwhelmed. A simple, and clearly explained claim process helps lower this mental burden and builds trust.

## Performance of Satisfaction Drivers

Customer satisfaction improved across most service areas in 2024, except for timely service at branches. The three service areas below showed the highest improvement compared to 2022:

1. Ease of contacting the ITO via Offline channels (+10 percentage points improvement)
2. Ease of comparing product plans (+9 percentage points improvement)
3. Customer awareness of time taken for claim settlement (+9 percentage points improvement)

Two of the three areas were highlighted for improvement in CSS 2022, showing the insurance/takaful industry's dedication to enhancing their services.

The industry also improved in the top five areas that matter most to customers. Hence, the Customer Satisfaction Index (CSI) score has improved in 2024. This proves services are now more in line with customers' expectations.

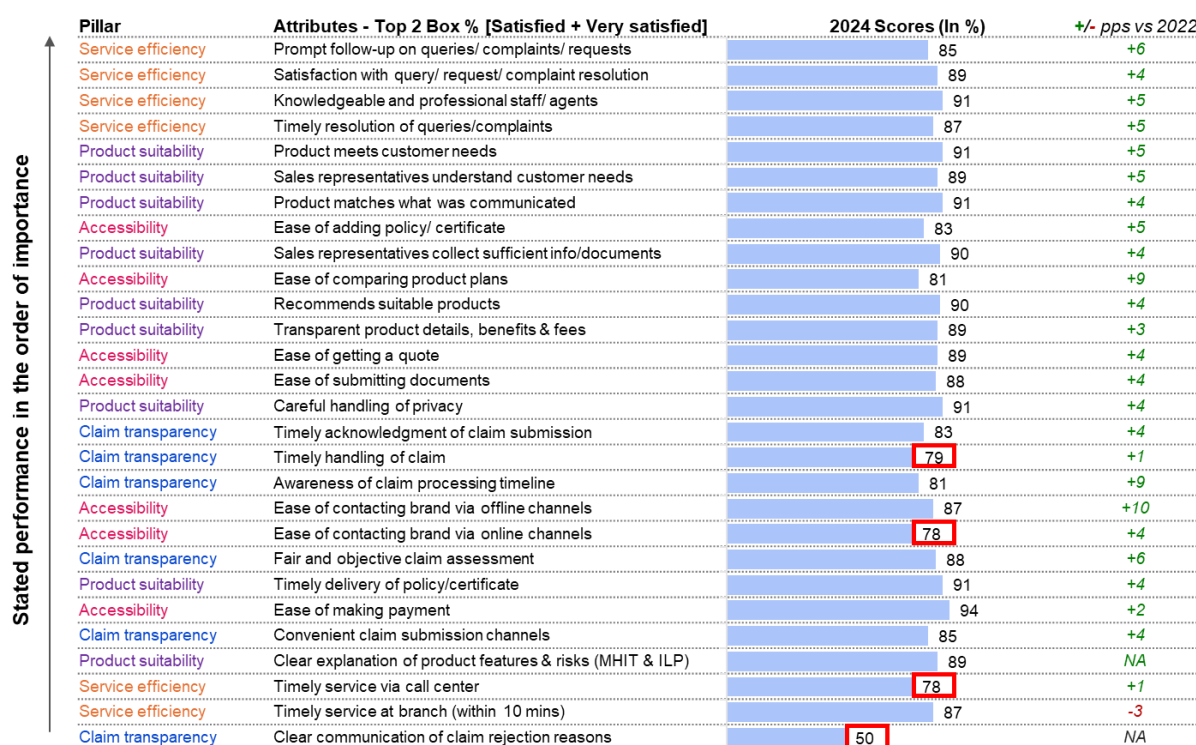


Figure 8. Performance of satisfaction parameters of overall insurance/ takaful industry

Meanwhile, the lowest scoring attributes in Customer Satisfaction Study 2024 were:

1. Explaining claim rejection reasons clearly (50%)
2. Timely service via call center (78%)
3. Ease of contacting the ITO via online channels (79%)
4. Timely handling of claim (79%)

To raise customer satisfaction further, the industry should fix these service gaps.

## Top 5 Drivers of Satisfaction by Industry

Four out of the top five customer satisfaction drivers are consistent across sectors and relate to service efficiency. However, some sector-specific differences have emerged:

- In Life Insurance and General Insurance, customers value having products that match their needs.
- For Family Takaful, customers highlight the importance of sales reps who understand their personal needs.
- General Takaful customers focus on quick acknowledgment after submitting a claim, showing strong concern for claim response time.

Life Insurance (LI)	Family Takaful (FT)	General Takaful (GT)	General Insurance (GI)
• <b>Prompt follow-up on queries/complaints/ request (87%)</b>	• Prompt follow-up on queries/complaints (85%)	• <b>Knowledgeable and professional staff/ agents (88%)</b>	• Prompt follow-up on queries/ complaints/ requests (85%)
• <b>Satisfaction with query/ complaint/ request resolution (89%)</b>	• Satisfaction with query/ request/ complaint resolution (91%)	• Prompt follow-up on queries/complaints (83%)	• <b>Satisfaction with query/ request/ complaint resolution (88%)</b>
• <b>Timely resolution of queries/complaints (88%)</b>	• Knowledgeable and professional staff/ agents (92%)	• <b>Satisfaction with query/ request/ complaint resolution (90%)</b>	• <b>Knowledgeable and professional staff/ agents (88%)</b>
• <b>Knowledgeable and professional staff/agents (92%)</b>	• Timely resolution of queries/complaints (88%)	• Timely resolution of queries/complaints (84%)	• <b>Timely resolution of queries/complaints (84%)</b>
• Product meets customer needs (90%)	• Sales representatives understand customer needs (91%)	• Timely acknowledgment of claim submission (83%)	• Product meets customer needs (89%)

(%) Top 2 Box scores [Very satisfied + Satisfied]

Attributes in **BOLD** letters indicate that this driver was in top 5 in 2022

Figure 9. Top 5 Satisfaction drivers by industry and their performance score

## Channel Dynamics

In 2024, more customers knew about different channels to buy or ask about insurance and takaful products than ever before. The 'Agent' channel stayed on top, but customers also became more aware of other options, especially digital channels. In fact, 68% of customers knew at least one digital channel to buy or inquire about insurance or takaful. That is 20 percentage points higher than in 2022.

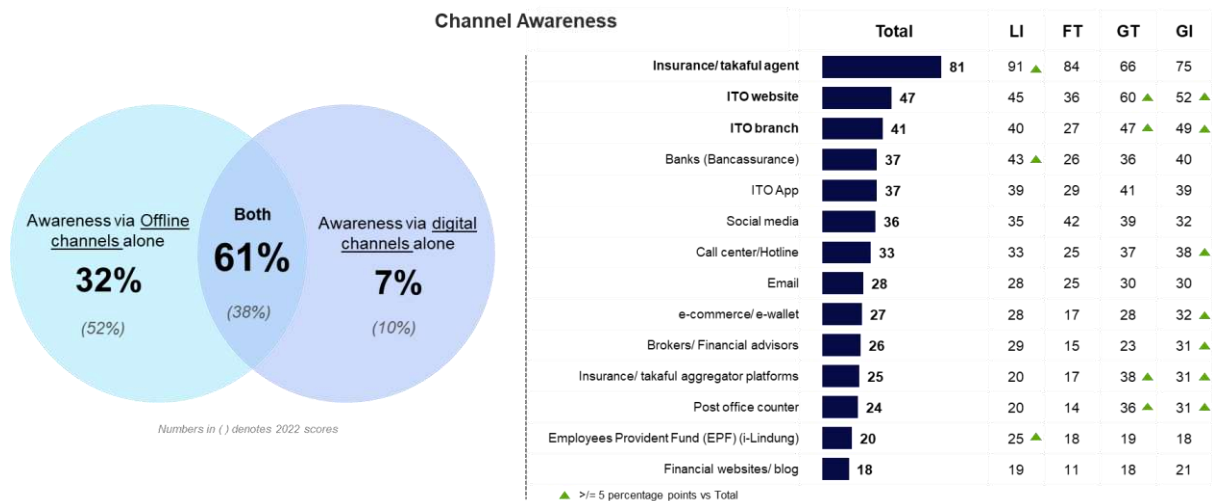


Figure 10. Channel awareness for insurance/ takaful purchase/ enquiry

More customers now use online platforms to get help and submit claims. This shows that customers are feeling more confident using digital services. In fact, 43% say they would consider using a digital channel for their next insurance or takaful purchase or renewal.

Digital Adaption Measures	2024	2022	Diff (+/- percentage points)
Digital channel awareness (For Purchase/ enquiry)	68%	48%	+20 pps
Post purchase (Non-claim) Interaction via digital channels	47%	27%	+20 pps
Claim Interaction via digital channels	23%	13%	+10 pps
Future purchase consideration via digital channels	43%	22%	+21 pps

Figure 11. Digital adaption summary



But not everyone is ready for digital yet. Digital adoption is low among customers aged 51–65, customers from B40 income group (B40), and those living in the East Coast region. To make digital tools easier to use, the industry should:

- Tell customers where to find these tools
- Keep the design simple and user-friendly
- Show them how to use the tools step by step

## Channel Satisfaction

More customers are satisfied when they interact with agents or use digital platforms to get service. Satisfaction has also gone up across all channels when it comes to making claims.

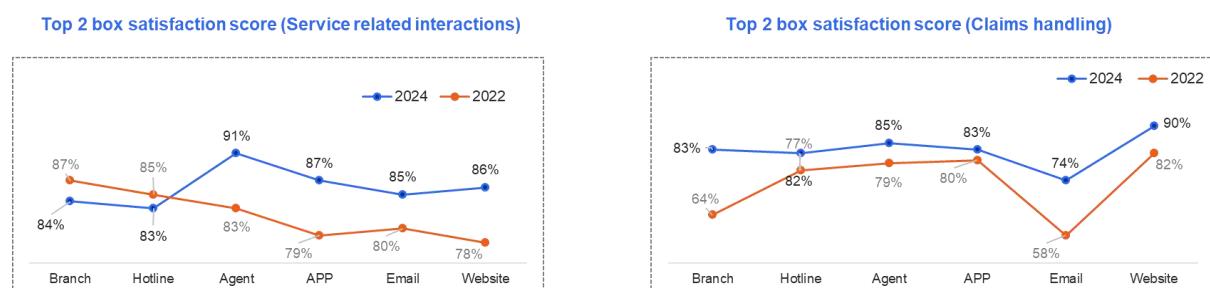


Figure 12. Satisfaction with post-purchase servicing & Claim interactions – By Channel

## Improvement Areas for Key Channels

Deeper analysis shows that all channels have room to improve. A common concern is that claims should be handled faster.

**Agent Channel:** Agents must guide customers on how to use digital channels to reach insurance and takaful companies. If a claim filed through an Agent is rejected, they should clearly explain the reason.

**Banca Channel:** Banca is a popular buying channel, but customers rarely use it for policy servicing or claims. Nonetheless, customers who buy through Banca report lower satisfaction. This may be due to limited awareness of how to get help after buying or when making a claim. Banca must proactively inform customers about the support options and claim process.

**Call Centre Channel:** Since 2018, customers have voiced concerns about long waiting time and need to call multiple times to get support. Improvements are needed in:

1. Making it easier to compare plans and select add-ons,
2. Simplifying document submission,



3. Resolving service issues quickly,
4. Providing clear timelines and regular updates on claims

**Digital Channels:** Customers expect:

1. Making it easier to compare plans (when buying via website),
2. Resolving customer queries and complaints fast and efficient (when getting help via email),
3. A claim process that sends fast acknowledgement, regular updates, and timely pay out.
4. The option to interact with a human when needed.

Interaction stage	Agent	Banca	ITO Branch	Call Centre	Digital
Pre & During purchase	<ul style="list-style-type: none"> <li>Ease of contacting the brand via online</li> </ul>	<ul style="list-style-type: none"> <li>Ease of comparing product plans</li> <li>Ease of adding policy</li> <li>Ease of contacting the brand via online</li> </ul>	<ul style="list-style-type: none"> <li>Ease of contacting the brand via online</li> </ul>	<ul style="list-style-type: none"> <li>Ease of comparing product plans</li> <li>Ease of adding policy</li> <li>Ease of submitting documents</li> <li>Ease of contacting the brand via online</li> </ul>	<ul style="list-style-type: none"> <li>Ease of comparing product plans (Website)</li> <li>Ease of contacting the brand via Offline</li> </ul>
Post-purchase service interactions	<ul style="list-style-type: none"> <li>NIL</li> </ul>	<ul style="list-style-type: none"> <li>Not many customers use Banca as a service channel</li> </ul>	<ul style="list-style-type: none"> <li>NIL</li> </ul>	<ul style="list-style-type: none"> <li>Timely access to call centre</li> <li>Prompt follow up</li> </ul>	Particularly for email channel:- <ul style="list-style-type: none"> <li>Prompt follow-up</li> <li>Timely resolution</li> <li>Satisfactory resolution</li> </ul>
Claim interactions	<ul style="list-style-type: none"> <li>Timely handling of claims</li> <li>Clear communication of claim rejection reasons</li> </ul>	<ul style="list-style-type: none"> <li>Not many customers use Banca as a claim channel</li> </ul>	<ul style="list-style-type: none"> <li>Timely handling of claims</li> </ul>	<ul style="list-style-type: none"> <li>Awareness of processing time</li> <li>Acknowledgement of claim submission</li> <li>Timely handling of claims</li> </ul>	<ul style="list-style-type: none"> <li>Awareness of processing time</li> <li>Acknowledgement of claim submission</li> <li>Timely handling of claims</li> <li>Fair and objective claim assessment</li> </ul>

*Figure 13. Improvement areas for key channels*

## Digital Motivations

Digital channel users appreciate websites and apps that are user-friendly, simple to navigate, and easy to search. Their common frustrations include slow loading, technical glitches, and unclear terms and conditions. More customers might buy insurance or takaful online if digital payments are safe and easy, and if websites or mobile apps provide clear product suggestions based on their needs.

Awareness of the DITO (Digital Insurer and Takaful Operator) concept is low. Many customers hesitate to engage with DITOs due to data privacy concerns, lack of trust, and uncertainty about how claims will be handled.

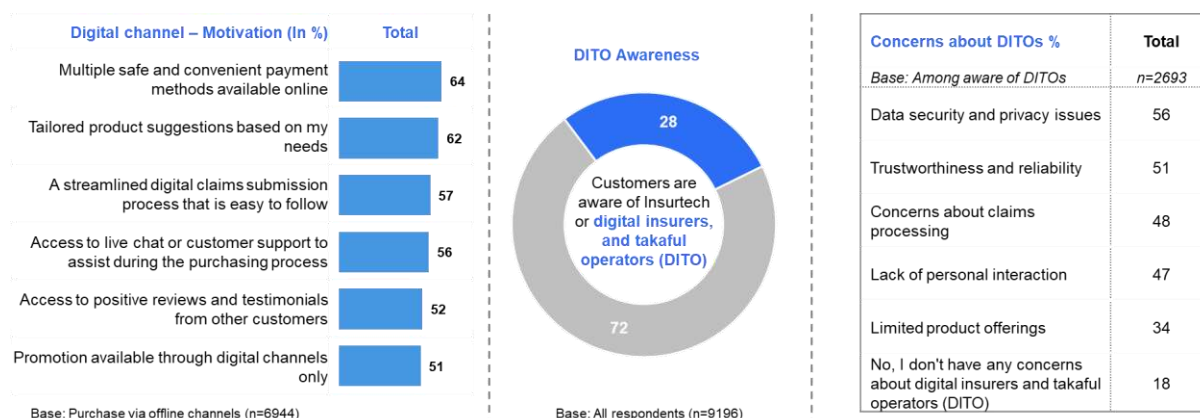


Figure 14. Motivations to use Digital channels, DITO awareness and barriers

## Key Learnings & Action Plans

### 1. The industry should continue with their digital investment

Customers now expect speed, ease, and control. So, it is not a surprise that digital engagement keeps growing. To support this trend, insurance and takaful providers should help more customers to enter the digital space by investing in easy-to-use platforms, personalized product recommendation, clear explanation, and secure payment options. These steps will make digital channels more welcoming and encourage greater use.

### 2. Make claims simpler

The industry has come a long way since 2018 in improving claims experience. There is more room to make the process aligned with customer needs. Companies should:

- Share clear and simple steps to initiate claim
- Speed up claim handling
- Provide real time status updates via email, WhatsApp

When a claim is rejected, the reason should be shared clearly, with care and empathy. This builds trust. Customers should also know how to raise concerns or complaints—within the company or with outside bodies like Bank Negara Malaysia or the Financial Market Ombudsman Service (FMOS).

### 3. Service interactions are key to satisfaction

Good purchase experiences help, but it is the service after the sale that truly builds relationship. Many customers, despite having a good purchase experience, reported feeling uncertain or anxious to get help or to initiate a claim. This is due to lack of clarity around the process and unaware of whom to contact. The industry must:

- Educate customers about service and claim process
- Provide timely access to hotline/ easy access to online channels
- Continue providing fast and satisfactory solution to customer queries and complaints

#### **4. Omni channel integration is the key**

Even as digital options grow, not all customer groups are keeping up. Older customers, vulnerable customers, lower-income families (B40), and those in East Coast and East Malaysia still rely on offline options for buying or using insurance and takaful services. To serve everyone fairly, the industry should use a mix of online and offline methods - this is called omni-channel integration. By balancing new technology with easy access, the industry can pave the way for better experience for all customers without leaving anyone behind.

## **Conclusion**

Customer experience is not a one-time effort, but an ongoing journey. As technology evolves, economic conditions shift, and societal values change, so do customer needs and expectations. To remain trusted and relevant, companies must listen actively and understand what matters most to their customers.

The Customer Service Charter is an important way to show this commitment. A strong Charter should be dynamic and forward looking shaped by real customer insights and inclusive values. Updating it regularly helps the industry to meet today's standards and prepare for tomorrow's needs. This is not just good practice, but an essential one.

## About NielsenIQ

NielsenIQ (“NIQ”) is the world’s leading consumer intelligence company, delivering the most complete understanding of consumer buying behaviour and revealing new pathways to growth. In 2023, NIQ combined with GfK, bringing together the two industry leaders with unparalleled global reach. With a holistic retail read and the most comprehensive consumer insights – delivered with advanced analytics through state-of-the-art platforms – NIQ delivers the Full View™. NIQ is an Advent International portfolio company with operations in 100+ markets, covering more than 90% of the world’s population.

The way forward for your brand is about making hard choices and taking action. NielsenIQ Consumer Insights goes beyond the what and the why and focuses on the how, translating research into action, so you can make decisions with confidence. With critical behaviour insights, data-backed recommendations, and go-to market optimization, NielsenIQ Consumer Insights is your trusted growth advisor.

For more information, visit [NIQ.com](https://niq.com).