

Florida Surplus Lines Service Office

eSURVEY SUMMARY

INTRODUCTION

The Florida Surplus Lines Service Office (FSLSO), as part of its strategic planning process, contracted with Beacon Research, Inc., of Tallahassee, FL to conduct a series of focus groups and electronic surveys throughout the state. The purposes of these surveys were to measure customer satisfaction and provide input into FSLSO's key processes for consideration for improving services. The surveys were conducted by Jay Rayburn, APR, CPRC, Ph.D. This Executive Summary provides a synopsis of the methodology used, a summary of the findings, and the recommendations that FSLSO has prepared to address.

METHODOLOGY

Five surveys were sent to 4,159 potential respondents. The purpose of the surveys was to target our customers' satisfaction of FSLSO's products and services as well as to identify the importance of proposed products and services.

The key customer groups included Surplus Line Agents (with 24.5% participation), Agency Submission Contacts (with 21.7% participation), Agency Accounting Contacts (with 25.6% participation), Surplus Lines Insurer Contacts (with 38.2% participation), and Independently Procured Coverage (IPC) Submission Contacts (with 17.3% participation). The overall response rate was 21.7%, which compares was slightly more favorable than the 2006 survey participation.

The information gained from these customer groups provided validation as to the products and services FSLSO offers as well as valuable information to help prioritize proposed future products and services.

SUMMARY OF FINDINGS

The surveys affirmed FSLSO's core services: Marketplace Monitoring, Assistance, Representation, Information and Education (MARIE). The respondents were asked to respond within a range from strongly agree to strongly disagree or that they did not use the service or were unaware of the service. Dr. Rayburn conducted an analysis of the findings.

As with previous surveys conducted, most of the services and programs offered by FSLSO received high marks among the respondents who knew about the program or service. Although there were respondents who did not use the products and services or

were unaware of their availability, FLSO's promotions since the 2006 survey showed a reduction in the number of respondents who did not use or were unaware of the availability of these services and programs.

As FLSO strives for continual improvements, all of the responses are carefully being reviewed and analyzed for budgetary and strategic planning purposes. The following is a list of the issues identified within the survey results:

- Enhance the functionality of the Surplus Lines Insurance Portal (SLIP) and provide training via a tutorial. Dr. Rayburn reported that even with "lower ratings, although still quite high in one sense, [SLIP] could be improved with more focus on education and training on SLIP." The proposal for the creation of a SLIP Tutorial ranked highest among all four groups that use this service.
- As part of our 2006 and 2007 efforts, FLSO will continue to focus on awareness and access to updated materials, information, and new products and services for each of our customer groups.
- Access to specific services was also identified as important, i.e., access to compliance review reports and continuing education credits online ranked among the top proposed services.
- A surplus lines symposium was also supported among surplus lines agents as a top priority for the FLSO.
- Reiterated from past survey results, was the request for a pre-filled Quarterly Affidavit Form. As a matter of facilitating compliance, coming in the latter part of 2006, FLSO's Surplus Lines Information Portal (SLIP) will offer a pre-filled Quarterly Affidavit for agents or their designee to access and remit electronically.

A detailed summary of the findings can be found in **Appendix A** of the *2007 eSurvey Executive Summary*.