

FLSO Receives High Marks on Annual Customer Survey

by Jessica Brown, Operations Specialist

In keeping with tradition, FLSO conducted its annual customer satisfaction survey this past June in an effort to better understand the challenges facing each of its highly diverse customer groups. The results provide valuable information to FLSO's staff and help shape initiatives slated for the upcoming years as part of the annual Strategic Planning process.

Online surveys with five key customer groups (Surplus Lines Agents, Agency Submission Contacts, Agency Accounting Contacts, IPC Contacts and Insurer Contacts) were prepared and distributed by Dr. Jay Rayburn, APR, CPRC, Ph. D. of Beacon Research, Inc., of Tallahassee, FL.

Questions were designed to better understand the business needs of each particular group, evaluate the current products and services offered by FLSO, as well as identify the importance and usefulness of proposed enhancements. Each of the surveys affirmed FLSO's core services: Marketplace Monitoring, Assistance, Outreach, Information and Education. Respondents were asked to rate each of these services on a range of importance from "Very Important" to "Not at all Important". In almost every customer group, ratings of "Very Important" and "Important" were in the mid to high 90th percentile.

As in years past, the specific services and programs offered by FLSO received high marks among respondents. In general, 90 to 100% of respondents ranked their satisfaction level as "Very Satisfied" or "Mostly Satisfied" for products offered by FLSO. Respondents were also asked to rate the online filing platform, SLIP. The agent version of SLIP received a 99% satisfaction rating among both surplus lines agents and agency submission contacts while IPC filers and insurers received 98% and 92% respectively.

The staff at FLSO also received high satisfaction ratings from each of the customer groups surveyed relative to level of knowledge, professionalism, responsiveness, assistance, and information. Across all surveys, the FLSO staff received an average overall satisfaction rating of 99.7%.

All ratings, feedback and comments from the survey were carefully reviewed and, where feasible, included in the strategic planning process.

The list below provides a look at some of the feedback received from the 2011 Customer Survey and initiatives that have been planned due to customer needs:

The Filing Platform and Invoicing

- Customer satisfaction relative to SLIP remains high on FLSO's radar. Based on the comments, FLSO will be increasing its bandwidth to in turn increase the speed and responsiveness of SLIP and will also be contracting with a Usability Expert to provide feedback on how FLSO can streamline the overall navigation and filing process of SLIP.
- As part of this streamlining process, the invoicing process will also be examined to provide customers easier access to issued invoices.
- A suggestion was received to auto-populate the data for a renewal submission with the data from the previous renewal or new business submission. As a result, in 2012 FLSO will be

evaluating the renewal submission process to make it more intuitive and simpler for our customers.

- Another suggestion was received to make all policy data editable. This improvement was included in the latest release of SLIP. With the exception of the coverage code, all policy level data including policy number, insured name, expiration date, county of risk, zip code risk and insurer are now editable. When financial related data is corrected (such effective date, premium amount and fees), the system will automatically submit a backout and correction transaction on your behalf, streamlining the process of editing transaction level information. The FLSO is also currently exploring making coverage codes editable.
- Another customer suggestion included adding a feature to SLIP to aid agents in their face page compliance requirements by generating a cover page with the necessary policy information inclusive of the required disclaimer statements in the correct fonts and sizes. As a result of this suggestion, staff will explore the feasibility of this feature in 2012.

Education

- Some confusion was evident regarding FLSO's webinar offerings with regards to their intent and purpose. FLSO provides various types of webinar, some of which are designed to take on complicated topics such as the Nonadmitted and Reinsurance Reform Act, while others were developed to breakdown basic agent compliance requirements in 5 to 15 minute presentations. These smaller webinars were geared to provide quick and quality information without requesting too much from our customers. They also cover a range of topics to benefit every class of FLSO customer, whether resident or non-residents and are hosted at various times throughout the year. Check the webinar page on FLSO.com at <http://www.flsso.com/education/webinars.aspx> to view upcoming webinars as well as an archive of recorded presentations.
- Also, classroom continuing education classes are offered in various cities across the state an average of 4-5 times a year. FLSO works to rotate locations on a 2-year cycle in order to provide continuing education opportunities to its widespread customer basis throughout the state. This year, FLSO has hosted courses in Ft. Lauderdale, Orlando, Tampa and will be visiting Miami in November. Please check the education page on FLSO.com at <http://www.flsso.com/education> to view our current offerings.

Compliance Requirements

- Some respondents found it difficult to keep up with their compliance requirements. In this case, the Compliance Saver Quick Reference Guide will prove useful in keeping compliant. This helpful tool can be found at <http://www.flsso.com/publications/documents/staff.training.pdf>.
- Some confusion was expressed on the requirements upon an agent when leaving an agency and transferring a book of business. Everyone should be aware of their requirements in this situation. For a detailed explanation, please see last quarters' *Advisor* at <http://www.flsso.com/publications/advisor/pdf/Q2.Advisor.2011.pdf>.

And In Conclusion...

- Also, based on suggestions from our survey, we will be observing the filing platforms and processes of other states that include electronic filing as a way to continuously look for a best practices approach to our filing software.
- In keeping with our initiative to go green and work towards becoming a “paperless” office, the 2012 Annual Report will be distributed on an electronic basis and the Advisor newsletter will also remain electronic.
- Lastly, please remember, courtesy filings are prohibited in the state of Florida.

It is our hope that these plans for the coming years will increase the ease of use for our customers and make each interaction with FLSO as smooth as possible. On behalf of each of us here, we thank all our respondents for taking the time to complete our annual customer satisfaction survey. Your input and feedback is greatly appreciated and provides us the necessary direction for us to move forward in our efforts to provide quality support and services to you.

For a complete breakdown of the 2011 survey results, please visit <http://www.flsso.com/publications/press/FLSO/2011.executive.summary.pdf>.

**EXECUTIVE SUMMARY
FSLSO ONLINE SURVEY 2011**

Prepared for

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Prepared by

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INTRODUCTION

The Florida Surplus Lines Service Office (FSLSO) contracted with Beacon Research, Inc., of Tallahassee, FL to conduct five on-line surveys with key publics. The surveys are similar to the surveys conducted in 2005, 2006, 2007, 2008, 2009, and 2010. The surveys were conducted with Agency Accounting Contacts, Agency Submission Contacts, Surplus Lines Agents, Surplus Lines Insurer Contacts, and IPC Submission Contacts. The surveys were conducted during late June and early July 2011 using an on-line survey program. The purpose of the surveys was to ascertain opinions related to FSLSO services. Following is a summary of the findings. In the tables, percents are rounded to the nearest whole percent; as such, columns may not always total to 100%.

The table below arrays the completion rates for the six groups surveyed, and the overall completion rate for the survey.

<u>Customer Group</u>	<u># Distributed</u>	<u># Returned</u>	<u>% Participating</u>
Agency Accounting Contacts	354	106	29.9
Agency Submission Contacts	492	101	20.5
Surplus Lines Agents	1080	239	22.1
Insurer Contacts	136	27	19.9
IPC Contacts	869	106	12.2
Totals	2931	579	19.8

The overall completion rate for 2011 is 19.8%, 4.5% higher than for 2010. The response rates for Accounting Contacts, Submission Contacts, Agents, and Insurer Contacts were all higher than for 2010. IPC Contacts response rate was higher than in 2010, but by only 0.2%. Part of this increase may be because in previous years, individuals who performed dual roles in an agency were sent a survey for each role. This year, these duplicates were removed which lead to fewer request to complete the survey being sent.

The frequency distributions for each question that are used to prepare this summary appear in a separate document. In this summary, individuals who selected “do not used” or “unaware of service” are coded as “missing data” so the frequency distribution is only for individuals who selected a particular answer other than “not used” or “unaware of service.” In the frequency distribution tables, individuals who left a question blank are identified as “system missing.” Percents are rounded to the nearest whole percent.

FINDINGS

AGENCY ACCOUNTING CONTACTS

Agency accounting contacts were asked to identify the challenges their agency faced.

Challenge	Percent
Reconciling amounts billed to submitted transactions report	24
Remittance of surplus lines taxes, fees, assessments and surcharges	16
Payment of multi-state policy filings	16
Receipt of invoices and reports from agents or their staff	12
Collections from the insured/producing agent	11
Receiving detail reports in SLIP (unable to open)	6
Some other challenge	8

- When asked to rank certain FLSO services, respondents ranked the following services as very or somewhat satisfied by the percent indicated:

FLSO Website	99
Electronic news bulletins	100
Publications (Advisor, Annual Report, brochures)	100
Receipt of emailed invoices	99
Access to detail reports provided in SLIP Inbox	97
Tax/Fee/Assessment Calculator	100
Accounting webinars	96
Electronic payments (Pay Invoices tab in SLIP)	100
Ability to generate reports for prior reporting periods	97

- 94% said it would be very important (69%) or somewhat important (25%) to have access to account details, to include account activity, balances, and to have the ability to view/print invoices and statements online in SLIP.
- 89% said it would be very important (59%) or somewhat important (30%) to have a consolidated statement providing a listing of all open invoices (taxes, fees, assessments).
- Respondents said the following services would be beneficial

Payment reminder notifications	53
Payment confirmation notifications	60
Access to account activity details in SLIP	65
- Respondents said the following were the issues that may deter or prohibit them from taking advantage of the ELECTRONIC PAYMENT service

Security when making payments electronically	15
No access to SLIP	7
Agency does not allow ACH payments	17
Unaware of the service	9
- Accounting Contacts said they preferred to communicate with FLSO by:

Telephone	48
Email	86

Web Chat	7
Self-service (finding assistance through the website)	21
• The preferred method for receiving information from FLSL is:	
Email	96
Electronic News Bulletins (eNews/eAlerts) 34	
Direct mail (mailed bulletins)	8
SLIP inbox 28	
FSLSO website	18
Twitter posts	0
• Overall satisfaction rating of level of knowledge of FLSO staff:	
○ Very satisfied	87
○ Somewhat satisfied	13
• Overall satisfaction rating of professionalism of FLSO staff:	
○ Very satisfied	89
○ Somewhat satisfied	11
• Overall satisfaction rating of responsiveness to emails/phone calls of FLSO staff:	
○ Very satisfied	83
○ Somewhat satisfied	17
• Overall satisfaction rating of assistance of FLSO staff:	
○ Very satisfied	85
○ Somewhat satisfied	15
• Overall satisfaction rating of information of FLSO staff:	
○ Very satisfied	83
○ Somewhat satisfied	17
• Overall satisfaction for staff of FLSO:	
○ Very satisfied	87
○ Somewhat satisfied	13

AGENCY SUBMISSION CONTACTS

Percent

- FLSO services were ranked as very important or somewhat important by the percentages indicated:
 - Monitoring the marketplace to ensure fairness & conformity 91
 - Assisting IPC customers to comply with laws & regulations 98
 - Providing outreach to promote awareness of FLSO's products 90
 - Providing information to help IPC customers stay abreast of industry issues 93
 - Providing educational opportunities to heighten professionalism 90
- When asked to rank certain FLSO services, respondents ranked the following services as very or somewhat satisfied by the percent indicated:
 - Agent SLIP 99
 - FLSO Website 99
 - Website FAQ's 99
 - Agent's Procedures Manual 100
 - Publications 99
 - Legislative updates 98
 - Electronic news bulletins 99
 - Tax/Fee/Assessment Calculator 99
 - Agent Compliance Saver Guide 98
 - Webinars 98
 - Electronic reports and invoices via SLIP 98
 - Agent report card 99
 - File Transfer Protocol Software 95
- When asked about their satisfaction with new SLIP features, respondents ranked the following as very satisfied or somewhat satisfied by the percent indicated:
 - New look and navigation of Agent SLIP 99
 - TIQ Manager 100
 - Review screen (prior to admission) 99
- When asked how satisfied they were with certain uses of SLIP, respondents ranked the following as very satisfied or somewhat satisfied by the percent indicated:
 - Ease of use 96
 - Reliability 99
 - Functionality 97
 - Performance 98
 - Support 99
 - Overall 98
- When comparing FLSO's SLIP filing platform with platforms in other states, 32% said it is the best, 55% said better than most, 7% said same as the others, 4% said not as good as others, and 1% said it is the worst
- When asked how satisfied they were with SLIP reports, Submission contacts ranked the following as very satisfied or somewhat satisfied by the percent indicated:
 - Activity Summary Report 100

- Late Submission Report 97
- Submission responses Report 100
- Transaction Report 100
- Transaction-in-Question Report 100
- Accepted TIQ's Report 100
- 59% said they understood how to determine the principal place of business of an insured, 4% said they did not, 37% said this was not applicable to them
- 58% said they understood how to determine the principal place of residency of an insured, 4% said they did not, 38% said this was not applicable to them
- 37% said they receive notification of the policy information within fewer than 30 days after the policy/endorsement is written, 51% said between 30 and 45 days, 9% said between 46 and 60, and 3% said more than 60
- Submission contacts strongly agreed or somewhat agreed with the following statements by the percent indicated:
 - I feel FLSO's list of coverage codes is adequate for filings 100
 - I am aware of what codes to use when making my filings 96
- The following were identified as beneficial codes to add to FLSO's existing coverage codes by the percent indicated:
 - Cyber Liabilities 24
 - Miscellaneous Professional Liability 52
 - Fiduciary Liability 9
 - Wind deductible Buy Back 17
 - Charter Liability 3
 - Excess Medical Malpractice 12
 - Excess Errors and Omissions 29
- Submission Contacts said they preferred to communicate with FLSO by:
 - Telephone 56
 - Email 83
 - Web Chat 8
 - Self-service (finding assistance through the website) 19
- The preferred method for receiving information from FLSO is:
 - Email 97
 - Electronic News Bulletins (eNews/eAlerts) 48
 - Direct mail (mailed bulletins) 5
 - SLIP inbox 36
 - FLSO website 22
 - Twitter posts 0
- 47% of respondents said they worked for a resident Florida surplus lines agent, 53% work for a non-resident agent
- Overall satisfaction rating of level of knowledge of FLSO staff:
 - Very satisfied 95
 - Somewhat satisfied 5
- Overall satisfaction rating of professionalism of FLSO staff:
 - Very satisfied 94
 - Somewhat satisfied 6

- Overall satisfaction rating of responsiveness to emails/phone calls of FSLSO staff:
 - Very satisfied 91
 - Somewhat satisfied 7
- Overall satisfaction rating of assistance of FSLSO staff:
 - Very satisfied 94
 - Somewhat satisfied 6
- Overall satisfaction rating of information of FSLSO staff:
 - Very satisfied 93
 - Somewhat satisfied 7
- Overall satisfaction for staff of FSLSO:
 - Very satisfied 94
 - Somewhat satisfied 6

SURPLUS LINES AGENTS

- 65% of respondents were resident Florida Surplus Lines Agents; 35% were out of state agents

Percent

- Agents indicated the following as very important or somewhat important to them in the percents indicated:
 - Monitoring the marketplace 91
 - Assisting agents and staff to comply with laws and regulations by providing advice and counsel 99
 - Providing outreach programs and initiatives that promote awareness of FLSO's products and services designed to facilitate compliance with Florida's laws and regulations 88
 - Providing information to help agents and staff stay abreast of industry issues and make sound and effective business decisions 95
 - Providing educational opportunities to heighten the level of professionalism of agents and staff 87
- When asked to rank certain FLSO services, agents ranked the following services as very or somewhat satisfied by the percent indicated:
 - Agent SLIP 99
 - FLSO Website 99
 - Website FAQ's 96
 - Agent's Procedures Manual 98
 - Publications (Advisor, Annual Report, brochures) 98
 - Legislative Updates/Webpage 97
 - Electronic bulletins (eNews/eAlerts) 98
 - Tax/Fee/Assessment Calculator 97
 - Agent Compliance Saver Guide 98
 - Market Data Reports 95
 - Insurer Financial Data 94
 - Educational Classes 95
 - Webinars 94
 - Receipt of invoices and accompanying reports via SLIP 97
 - Compliance Review Program/Reports 97
- Agents reported they were very satisfied or somewhat satisfied with the following SLIP features by the percent indicated:
 - The new look and navigation of Agent SLIP 98
 - TIQ Manager 99
 - Review Screen (prior to submission) 99
- Agents reported they were very satisfied or somewhat satisfied with the following usage of SLIP by the percent indicated:
 - Ease of use 99
 - Reliability 99
 - Functionality 99

- Performance 99
 - Support 99
 - Overall 99
- When asked to compare FLSO's SLIP filing platform to systems in other states, 39% said it is the best, 48% said it is better than most, 11% said it is about the same as the others, 1% said it is not as good as most, and 1% said it is the worst
- Agents reported they were very satisfied or somewhat satisfied with the following reports of SLIP by the percent indicated:
 - Activity Summary Report 99
 - Late Submission Report 99
 - Submission Response Report 99
 - Transaction Report 99
 - Transaction-in-Question Report 99
 - Accepted TIQ Report 99
- 50% said they understood how to determine the principal place of business of an insured for multi-state filings, 6% said they did not, and 43% said it was not applicable to them
- 50% said they understood how to determine the principal place of residency of an insured for multi-state filings, 7% said they did not, and 43% said it was not applicable to them
- Agents reported they strongly agreed or somewhat agreed with each of the following statements regarding compliance by the percent indicated:
 - I am aware of my compliance requirements for transferring a book of business from myself to another agent 94
 - I feel FLSO's list of coverage codes is adequate for completing my surplus lines filings 96
 - I feel that FLSO should expand its list of coverage codes 68
 - I am aware of what coverage code to use when making my surplus lines filings 99
 - I am aware that courtesy filing is prohibited in Florida 100
- Agents identified coverage codes they thought would be beneficial to add to FLSO's existing coverage codes by the percent indicated:
 - Cyber Liability 34
 - Miscellaneous Professional Liability 47
 - Fiduciary Liability 18
 - Wind Deductible Buy Back 31
 - Charter Liability 8
 - Excess Medical Malpractice 13
 - Excess Errors & Omissions 23
- Agents said they preferred to communicate with FLSO by:
 - Telephone 57
 - Email 79
 - Web Chat 11
 - Self-service (finding assistance through the website) 22
- The preferred method for receiving information from FLSO is:
 - Email 93
 - Electronic News Bulletins (eNews/eAlerts) 51
 - Direct mail (mailed bulletins) 11

SLIP inbox	26	
FSLSO website		23
Twitter posts		< 1
• Overall satisfaction rating of level of knowledge of FSLSO staff:		
○ Very satisfied		93
○ Somewhat satisfied		7
• Overall satisfaction rating of professionalism of FSLSO staff:		
○ Very satisfied		94
○ Somewhat satisfied		6
• Overall satisfaction rating of responsiveness to emails/phone calls of FSLSO staff:		
○ Very satisfied		90
○ Somewhat satisfied		10
• Overall satisfaction rating of assistance of FSLSO staff:		
○ Very satisfied		93
○ Somewhat satisfied		7
• Overall satisfaction rating of information of FSLSO staff:		
○ Very satisfied		91
○ Somewhat satisfied		9
• Overall satisfaction for staff of FSLSO:		
○ Very satisfied		94
○ Somewhat satisfied		6

INSURER CONTACTS

One note of caution: the Insurer Contacts sample contains only 27 responses and should be interpreted cautiously.

Insurer contacts rated the following as the top 5 challenges their agency faces by the percent indicated:

Challenge	Percent
Identifying multi-state policy filings	52
Identifying the licensed FL agent, agency or IPC filer associated with policy	52
Obtaining filing information from co-workers or management	30
Obtaining internal approval for necessary program changes	26
No direct/easy access to data required for FLSO filing	26
Accessibility of FTP format instructions	7
Some other challenge	7

- FLSO services were ranked as very important or somewhat important by the percentages indicated:
 - Monitoring the marketplace to ensure fairness and conformity with laws and regulations (including the Variance Program) 82
 - Assisting insurers and staff to comply with laws and regulations by providing assistance and information 100
 - Providing outreach programs and initiatives that promote awareness of FLSO's products and services designed to facilitate compliance with Florida's laws and regulations 78
 - Providing information to help insurers and staff to stay abreast of industry issues and make sound and effective business decisions 91
 - Provide an Insurer Report Card to help insurers enhance compliance by comparing their company's performance to other Florida surplus lines companies 52
- When asked to rank certain FLSO services used within the past 12 months, insurer contacts ranked the following services as very or somewhat satisfied by the percent indicated:
 - Insurer Surplus Lines Information Portal (SLIP) 92
 - FLSO Website 100
 - Market Data Reports 100
 - Insurer Procedures Manual 100
 - Insurer FAQs 93
 - Insurer Report Card 88
 - Publications (Advisor, Annual Report, brochures) 91
 - Webinars 94
 - Legislative Updates/Webpage 100
 - Electronic bulletins (eNews, eAlerts) 100
 - File Transfer Protocol (FTP) Software 100

- Insurer contacts reported they were very satisfied or somewhat satisfied with certain functions or features of SLIP by the percent indicated:
 - Ease of use 95
 - Reliability 95
 - Functionality 95
 - Performance 91
 - Support 95
 - Overall 95
 - Compared to other state filing platforms 95
- Insurer contacts strongly agreed or somewhat agreed with the following statements concerning compliance by the percent indicated:
 - I find it difficult to distinguish between policy effective date, transaction effective date and issue date when making my policy/transaction filing 41
 - I feel that the FLSO Insurer Procedures Manual is comprehensive, helpful and informative with regards to my FLSO filing responsibilities 93
 - I feel it would be more efficient and effective to report policy information at the conclusion of the policy period 40
 - I feel that the Insurer Report Card is useful for determining my level of statutory compliance regarding my FLSO filing requirements 89
 - I feel it would be beneficial to have a report that provides an aggregate premium total for what agents/insureds have written prior to the filing deadline 85
- Insurer contacts reported working in the following areas of the company by the percent indicated:
 - Accounting 33
 - Underwriting 0
 - Policy Insurance 4
 - Claims 0
 - Legal 33
 - Other 33
- The department in the company where insurer contacts receive or obtain policy/transaction information or filings with FLSO is:
 - Accounting 30
 - Underwriting 33
 - Policy Insurance 7
 - Claims 0
 - Other 44
- The following are used by insurer contacts to extract policy/transaction information to be submitted to the FLSO by the percent indicated:
 - Company created database 74
 - Schedule T/Yellowbook 33
 - Other 7
- Insurer contacts identify the appropriate agent/agency associated with a policy/transaction when making your submission to FLSO by the percent indicated:
 - FLSO Valid Agents/Agencies 29
 - State Licensee Search Database 0
 - Internal company database 50

○ Declarations Page of the policy		0
○ Other		21
• Insurer contacts said they preferred to communicate with FSLSO by:		
Telephone	52	
Email		82
Web Chat		0
Self-service (finding assistance through the website)	15	
• The preferred method for receiving information from FSLSL is:		
Email		93
Electronic News Bulletins (eNews/eAlerts)	37	
Direct mail (mailed bulletins)	11	
SLIP inbox	11	
FSLSO website		22
Twitter posts		0
• Overall satisfaction rating of level of knowledge of FSLSO staff:		
○ Very satisfied		72
○ Somewhat satisfied		28
• Overall satisfaction rating of professionalism of FSLSO staff:		
○ Very satisfied		80
○ Somewhat satisfied		16
• Overall satisfaction rating of responsiveness to emails/phone calls of FSLSO staff:		
○ Very satisfied		72
○ Somewhat satisfied		28
• Overall satisfaction rating of assistance of FSLSO staff:		
○ Very satisfied		76
○ Somewhat satisfied		24
• Overall satisfaction rating of information of FSLSO staff:		
○ Very satisfied		68
○ Somewhat satisfied		32
• Overall satisfaction for staff of FSLSO:		
○ Very satisfied		72
○ Somewhat satisfied		28

IPC SUBMISSION CONTACTS

IPC submission contacts rated the following as the top 5 challenges their agency faces by the percent indicated:

Challenge	Percent
Dealing with different state regulations for compliance issues	66
Remittance of surplus lines taxes, fees, assessment and surcharges	43
Multi-state policy filings	37
Obtaining the information needed procure and file business in FL	31
Collections from the insured	18
Determining the home state of the insured	17
Some other challenge	11
Having the necessary technology to file electronically with FLSO	4

- FLSO services were ranked as very important or somewhat important by the percentages indicated:
 - Assisting IPC customers to comply with laws and regulations by providing advice and counsel 88
 - Providing information to help IPC customers stay abreast of industry issues and make sound and effective business decisions 84
 - Assist with the collection and reconciliation of appropriate taxes, fees, assessments and surcharges to ensure compliance 87
 - Providing educational tools (i.e. manuals, worksheets, FAQ) to assist IPC customers in the filing and payment of taxes, fees, assessments, and surcharges 92
- 54% said they understood how to determine the principal place of business of an insured for multi-state filings, 10% said they did not, and 36% said it was not applicable to them
- 56% said they understood how to determine the principal place of residency of an insured for multi-state filings, 9% said they did not, and 35% said it was not applicable to them
- When asked to rank certain FLSO services, IPC submission contacts ranked the following services as very or somewhat satisfied by the percent indicated:
 - IPC SLIP (filing platform for IPC transactions) 98
 - FLSO Website 100
 - IPC FAQ's 99
 - IPC Procedures Manual 99
 - Premium Allocation Worksheet 99
 - Complaint/Suggestion form 100
 - Refund Instructions & Applications (posted on website) 94
 - Publications (Advisor, Annual Report, brochures) 100
 - Legislative Updates/Webpage 100
 - Electronic news bulletins (eNews/eAlert) 100
 - FLSO Tools 97
 - Market Data Reports 100
 - Insurer Financial Data 100

- IPC submission contacts reported they were very satisfied or somewhat satisfied with the following usage of IPC SLIP by the percent indicated:
 - Ease of use 99
 - Reliability 100
 - Functionality 97
 - Performance 98
 - Support 98
 - Overall 100
- IPC submission contacts reported the following functions or features of SLIP were very important or somewhat important to them by the percent indicated:
 - Ability to submit tax-exempt policies 70
 - Ability to view and edit Transactions-in-Question (TIQ) 97
 - Ability to upload endorsements/documentation for negative transactions through IPC SLIP 100
 - Ability to review and edit policy data prior to submitting a transaction 99
 - Ability to review “Amounts Due” prior to submitting a transaction 99
 - Ability to receive a confirmation email when a Transaction-in-Question (TIQ) has been accepted by FLSO staff 97
- IPC submission contacts said the following proposed functions or features of SLIP would be very important or somewhat important to them by the percent indicated:
 - Ability to edit and correct all data in SLIP without having to file a back-out transaction 99
 - Receiving one invoice for all transactions submitted on a quarterly basis in lieu of receiving one invoice per transaction 89
 - Ability to submit IPC transactions in batches using SLIP Batch Filing or a Web Services application 60
 - Ability to store insured data in IPC SLIP 84
- IPC submission contacts identified the following as issues that might deter or prohibit them from taking advantage of the electronic payment service in a future version of IPC SLIP by the percent indicated:
 - Concerned for the security aspect of making payments electronically 27
 - Accounting contact does not have access to SLIP 23
 - Agency does not allow ACH payments 19
 - Other 16
- IPC submission contacts strongly agreed or somewhat agreed with the following statements by the percent indicated:
 - I am aware of the statutory time frame requirements for filing an IPC policy with the FLSO and payment of the taxes, service fees, assessments, and surcharges 98
 - I am aware of where to find the IPC refund applications/instructions on the FLSO website 91
 - I find it difficult to distinguish between policy effective date, transaction effective date and issue date when filing an additional premium, return premium, or cancellation 46
 - I find it difficult to distinguish between the Florida Allocated Premium, Policy Fees, and the Total Policy Premium when filing a transaction 37

○ I feel that the FLSO IPC Procedures Manual is comprehensive, helpful and informative		94
○ I feel that the IPC FAQs are comprehensive, helpful, and informative		93
• IPC submission contacts said they preferred to communicate with FLSO by:		
Telephone	35	
Email		85
Web Chat		7
Self-service (finding assistance through the website)	19	
• The preferred method for receiving information from FLSL is:		
Email		90
Electronic News Bulletins (eNews/eAlerts)	30	
Direct mail (mailed bulletins)		6
SLIP inbox	16	
FLSO website		11
Twitter posts		0
• Overall satisfaction rating of level of knowledge of FLSO staff:		
○ Very satisfied		91
○ Somewhat satisfied		9
• Overall satisfaction rating of professionalism of FLSO staff:		
○ Very satisfied		95
○ Somewhat satisfied		5
• Overall satisfaction rating of responsiveness to emails/phone calls of FLSO staff:		
○ Very satisfied		90
○ Somewhat satisfied		10
• Overall satisfaction rating of assistance of FLSO staff:		
○ Very satisfied		93
○ Somewhat satisfied		7
• Overall satisfaction rating of information of FLSO staff:		
○ Very satisfied		92
○ Somewhat satisfied		8
• Overall satisfaction for staff of FLSO:		
○ Very satisfied		92
○ Somewhat satisfied		8

OBSERVATIONS

- FLSO continues to receive very high ratings for its products, services and personnel. In no instance do very important/somewhat important or very satisfied/somewhat satisfied ratings drop below 90%. In fact, frequently these top two-box rating equal 98% to 100%. In the 35+ years I have been conducting research for organizations both public and private, I have never seen comparable ratings. Whatever FLSO is doing, it is doing it right.
- As in previous years, there are often large numbers of respondents who say they are not aware of some of FLSO's services. FLSO should make a concerted effort to make its customers aware of its services given the accolades those who are aware give to the various services.
- Satisfaction ratings of SLIP for Insurer Contacts increased significantly from 2010. They are now at the same levels as for other audiences.
- Satisfaction ratings for FLSO staff are significantly lower for very satisfied among Agency Accounting Contact and Insurer Contacts. FLSO might consider further research into the reason for these ratings although when very satisfied and somewhat satisfied are combined, ratings are in the 90% plus range and are comparable to the other three audiences. Ratings for IPC Submission Contacts increased significantly from 2010 for the very satisfied rating.
- Email is by far the most preferred method of communicating with FLSO as well as the method for receiving information from FLSO although some other methods also received high ratings.
- For now, forget using Twitter.