

**"THE WILLIS QUALITY INDEX IS THE ULTIMATE BUYER'S GUIDE. IT CUTS THROUGH ALL THE PRE-CONCEIVED NOTIONS OF BUYING THE CHEAPEST INSURANCE DEAL AND HELPS CLIENTS SELECT THE BEST PARTNERS BASED ON SUPERIOR PERFORMANCE..."**



**Joe Plumeri**  
Chairman and CEO, Willis

**"...BY WORKING IN PARTNERSHIP WITH CARRIERS, SHARING INFORMATION FROM THE WILLIS QUALITY INDEX RELEVANT TO THEM, WE CAN TOGETHER HELP RAISE INDUSTRY STANDARDS."**

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# WILLIS QUALITY INDEX®

**Changing The  
Way You Choose  
Your Carriers**

Willis

# WILLIS QUALITY INDEX®

Willis is committed to excellence – especially when it comes to placing our clients’ business with carriers who can best meet their needs.

The Willis Quality Index has been developed to capture, analyze and share vital carrier information. It is key to promoting superior relationships with our major trading partners globally, whilst enhancing our clients’ ability to make better informed carrier choices. By sharing information with carriers, we are committed to raising standards and service levels for our clients.

## WHAT IS THE WILLIS QUALITY INDEX?

The Willis Quality Index combines qualitative opinions from Willis Associates across the globe with quantitative data and measurements from our various tracking systems.

## WQI CARRIER SURVEY

Through the WQI Carrier Survey, carriers are evaluated by Associates on a five-point scale to record their views on four key areas of service, including:

UNDERWRITING	COMMERCIALITY, PRICING, COVERAGE, RESPONSIVENESS, CONTINUITY
POLICY ADMINISTRATION	TIMELINESS, ACCURACY, POLICY WORDINGS, CREDIT TERMS
CLAIMS	ATTITUDE, SETTLEMENT, TECHNICAL SUPPORT, TIMELY APPROVAL, TIMELY PAYMENT
SERVICE	LOSS CONTROL, RISK ASSESSMENT, GENERAL SERVICE

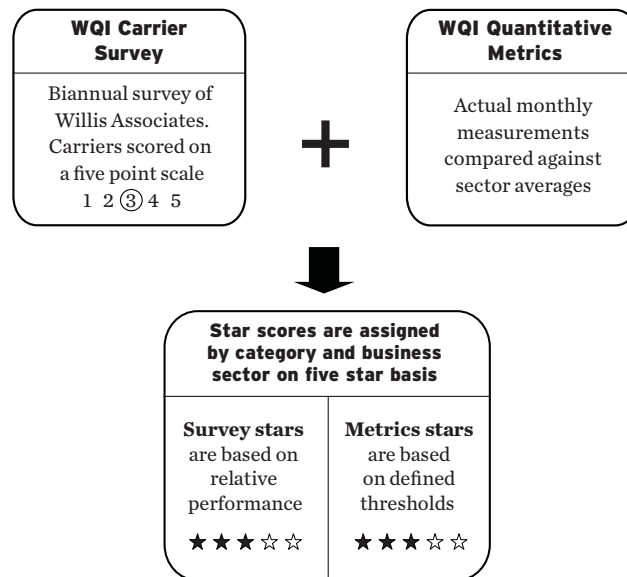
## WQI QUANTITATIVE METRICS

Quantitative metrics are also sourced from Willis internal systems. Performance is measured on:

- **Policy Administration**, including speed and quality of policy issuance
- **Claims**, including the time taken to agree and settle claims

Note: quantitative metrics are not included in release one of WQI to clients.

## HOW DOES THE WILLIS QUALITY INDEX WORK?



WQI Client Report					
	Underwriting	Policy Administration	Claims	Service	Financial Strength Ratings
Carrier A	*****	*****	***	***	A++ (Stable)
Carrier B	*	**	*	**	A- g (Stable)
Carrier C	***	**	***	***	AA (Neg)

## HOW DO WILLIS CLIENTS BENEFIT FROM THE WILLIS QUALITY INDEX?

- Willis clients have the opportunity to make better informed carrier choices, tailored to their specific placement needs, based on superior performance in addition to financial strength.
- Willis clients have exclusive access to the Willis Quality Index through their trained Account Executive or Client Advocate®.
- A customized report can be produced for a Willis client showing relative performance of carriers for a particular business sector.
- Willis clients benefit from the combined opinions and experience of thousands of Willis Associates worldwide.
- The Willis Quality Index is a unique offering from Willis, with information covering the widest range of service performance measures in an easy to understand structure.

## CHANGING THE WAY YOU CHOOSE YOUR CARRIERS

