

ACME
Customer Enthusiasm Measurement (CEM) Survey
COMBINED SCREENER/QUESTIONNAIRE
(5.23.19)

| PERSONAL LINES | | | | | | |
|-----------------------|-------------------|---------------------------------|------------------|-----------------|----------------|---------------|
| <i>Phone Region</i> | <i>Web Region</i> | TARGETS AND QUOTA GROUPS | PHONE QTR | PHONE YR | WEB QTR | WEB YR |
| 14 | 1 | ACME Exclusive | 0 | 0 | 5040 | 20160 |
| 15 | 2 | ACME Direct | 70 | 280 | 650 | 2600 |
| 16 | 3 | Allied | 330 | 1320 | 1750 | 7000 |
| 17 | 4 | ACMEsville | 160 | 640 | 0 | 0 |
| 18 | 5 | Claims - ACME Exclusive | 0 | 0 | 129 | 516 |
| 19 | 6 | Claims - ACME Direct | 0 | 0 | 22 | 88 |
| 20 | 7 | Claims - Allied | 0 | 0 | 99 | 396 |

PERSONAL LINES SCREENER

S9. Did you report a claim to Nationwide, Allied, or Harleysville in the past 6 months?

Yes - 1 -CONTINUE
 No - 2 -DISCONTINUE
 DK - 98 -DISCONTINUE
 REF - 99 -DISCONTINUE

S17. How many years have you been a customer of ACME?

[PHONE: INTERVIEWER: RECORD EXACT YEARS. IF LESS THAN ONE YEAR, ENTER "1"; USE DK FOR DON'T KNOW WEB: (If less than one year, enter a "1")]

_____ years [VALID RANGE 1 – 99, DK]

QUESTIONNAIRE (OVERALL LOYALTY/SATISFACTION)

For the remainder of this survey we would like you to continue to think about your [INSERT APPROPRIATE LINE - **PERSONAL/COMMERCIAL/FARMOWNER**] policy with ACME.

- Please rate your overall satisfaction with ACME using a scale from 1 to 10, where 1 is "Not At All Satisfied" and 10 is "Extremely Satisfied." You may use any number between 1 and 10.

| | |
|-------------------|------------------|
| Not At All | Extremely |
| 98 | 99 |

| | | | | | | | | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--|--|
| Satisfied | | | | | | | | | | Satisfied | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | DK | Ref | | |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | | |

2. Using a scale from 1 to 10, where 1 is “Not at All Likely” and 10 is “Extremely Likely,” how likely are you to recommend ACME [PERSONAL/FARM/RANCH: to family or friends / COMMERCIAL: to other business owners like you]?

| | | | | | | | | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----|----|
| Not At All Likely | | | | | | | | | | Extremely Likely | | 98 | 99 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | DK | Ref | | |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | | |

3. Using a scale from 1 to 10, where 1 is “Not at All Likely” and 10 is “Extremely Likely,” how likely are you to renew your policy with ACME?

| | | | | | | | | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----|----|
| Not At All Likely | | | | | | | | | | Extremely Likely | | 98 | 99 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | DK | Ref | | |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | | |

4. Thinking about the value received for the price paid, would you rate ACME... [PHONE: as a very poor value ... a somewhat poor value ...an average value... a fairly good value ... or a very good value]?

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Very Poor Value | Somewhat Poor Value | Average Value | Fairly Good Value | Very Good Value | 98 | 99 |
| 1 | 2 | 3 | 4 | 5 | DK | Ref |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

5. Using a scale from 1 to 10, where 1 is “Not at all well” and 10 is “Extremely well,” how well does ACME meet your insurance needs?

| | | | | | | | | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----|----|
| Not At All Well | | | | | | | | | | Extremely Well | | 98 | 99 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | DK | Ref | | |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | | |

6. Using a scale from 1 to 10, where 1 is “Not at all easy” and 10 is “Extremely easy,” how easy is it to do business with ACME?

| | | | | | | | | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----|----|
| Not At All Easy | | | | | | | | | | Extremely Easy | | 98 | 99 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | DK | Ref | | |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | | |

17. Now, think about your interaction with ACME for your (PL: household’s property & auto insurance if MRK_Poltype=_01, household’s property insurance if MRK_Poltype=_02, auto insurance if MRK_Poltype=_03/ CL: business insurance/FR: farmowners insurance) over the past 6 months. Over the past 6 months, did you...? [PHONE: (READ LIST PAUSING AFTER EACH) WEB: Record a response for each interaction]

| | | Yes | No | DK | Ref |
|---|---|-----|----|----|-----|
| A | Report a claim with ACME? | 01 | 02 | 98 | 99 |
| B | Have a ACME representative visit your home to assess your property for hazards and risks to ensure your home was adequately covered? | 01 | 02 | 98 | 99 |
| C | Visit your Nationwide insurance agency in person? | 01 | 02 | 98 | 99 |
| D | Call or receive a call from your ACME insurance agency? | 01 | 02 | 98 | 99 |
| E | Call Nationwide's toll free number or customer service center, for a reason other than a claim? | 01 | 02 | 98 | 99 |
| F | Visit Nationwide's website? | 01 | 02 | 98 | 99 |
| G | Participate in the SmartRide program by installing a chip into an automobile to track your driving habits, or the habits of others in your household? | 01 | 02 | 98 | 99 |
| H | Use ACME's mobile app? | 01 | 02 | 98 | 99 |

34. In the past year, did you have a premium change on any of your ACME insurance policies?

Yes - 01
 No - 02 - **SKIP TO Q.37**
 Don't know - 98 - **SKIP TO Q.37**
 Refused - 99 - **SKIP TO Q.37**