

# UNIBA PARTNERS: EVIDENCING CX EXCELLENCE



UNIBA Partners (UNIBA) is a leading global network of over 70 independent insurance brokers. Established in 1987, UNIBA Partners today is a global platform assisting clients in over 130 countries across the world, including crisis areas and countries in which no brokers operate.

A very customer centric organisation, UNIBA have always said that their clients come first, but **wanted the evidence to prove it.**



## THE CHALLENGE

Reaching out to Investor in Customers (IIC) in 2023 via an introduction from one of their broker members, who had also gone through the IIC process, UNIBA sought for external expertise. Seeking a collaborative effort to **delve deep into the sentiments of their Partners** within the UNIBA network.

The driver was (and is) to understand Partner perspectives – the highs; **the areas for improvement; and the alignment with their expectations** – UNIBA's primary objective was to achieve a comprehensive understanding.



## THE SOLUTION

Reaching out to Partners and employees, UNIBA's first assessment, completed in January 2024, resulted in an excellent score of 8.65 (out of 10). **That score sits in the top 8% of IIC clients assessed** (first assessment) of all time.

Their NPS® score is a very impressive +65% which is an excellent score.

With results in hand, UNIBA's next step involves benchmarking, further measuring progress, and thereby **shaping a network that consistently evolves** to meet and exceed the expectations of their Partners.

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**Maren Hüffmeier**  
CEO

*“Turning insights into gold, UNIBA Partners embarked on a journey with Investor in Customers (IIC) to **understand our network and Partners better.** With the IIC Gold Award in hand, not only do we celebrate our success, but we aim to fuel future improvements throughout the years! The award is a **testament to our commitment and the power of collaboration of our global insurance brokerage network.**”*