



**Metlife 2018
Dental Caller Survey
WBS: xxx**

Survey Name	Dental Caller Survey
Client Name	MetLife
Project Number	xxx
Project Director Name	Jeffrey M. Holton
Team/Area Name	Insurance

Sample Criteria	MetLife Dental Caller
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III. INTRODUCTION

IV. SCREENER

[INTERVIEWER: ASK TO SPEAK TO PERSON ON THE LIST]

Hello, I am _____ calling on behalf of MetLife from GfK, a survey research company, about a recent call you made to a MetLife customer service number regarding your dental insurance. We would like to ask you a few questions about the service you received during this call. I want to assure you that this is a research study, not a sales call. We are only interested in getting your opinions, and the interview will take only a few minutes to complete.

[INTERVIEWER: IF THE RESPONDENT WANTS VERIFICATION THAT THE SURVEY IS LEGITIMATE AND SANCTIONED BY METLIFE, THEN:]

This survey is about a recent call you made to a MetLife customer service number regarding your dental insurance. We are conducting this survey on behalf of MetLife. MetLife will use the results of this study to help improve services to its members. All of your answers will be kept confidential and will only be reported along with the responses of other survey participants. I would be glad to give you the name and telephone number of an individual at the MetLife New Jersey office who will be able to tell you more about this research project. Again, I want to assure you that at no time will we attempt to sell you anything.

[GIVE FOLLOWING NAME AND NUMBER]

The telephone number to call is 908-253-1337 and the MetLife contact is Ken Greenman; he will be able to tell you more about this survey. Calls should be made between 9:00 a.m. and 6:00 p.m., Eastern time.

[INTERVIEWER: IF RESPONDENT MENTIONS DO NOT CALL, LIST SAY:]

I understand your request. We are not selling anything. Because firms like ours do not sell anything, we are not subject to do-not-call list restrictions. If you would like I can remove your phone number from the list for this particular study or perhaps now that you know we are not selling anything you would like to have your household's opinions included in our research?

[INTERVIEWER: DO NOT DIRECT THEM TO ANYONE AT ROC OR METLIFE.]

Base: CELL SAMPLE ONLY

S1b. [S]



First, are you in a place right now where you can safely take the survey?

- 1 Yes/Safe
- 2 NO
- DK DON'T KNOW
- RF REFUSED

INTERVIEWER: for all respondents with answer 2 Schedule a callback (S1a=2)

SCRIPTER: all respondents with answer 1 Continue, whereas all respondents with answer DK or RF go to the end of the questionnaire (S1a =DK or RF – TERMINATE)

Base: All respondents

S1.[S]

First, I'd like to confirm that you recently called MetLife's customer service number regarding your dental plan. Is that correct?

- 1. Yes, Responent is on the phone.
- 2. Someone else in the household made the call.
- 3. No, someone outside of the household made the call (Doctor, Insurance Company, Employer, etc.)
- DK. Don't Know.
- RF. Refused

[INTERVIEWER: IF S1=2 ASK FOR THE PERSON WHO MADE THE CALL AND READ S1 AGAIN]

SCRIPTER: TEMINATE IF S1=3, DK, or RF

Base: [IVR SAMPLE ONLY (Cell 9)]

S2.[S]

In any of your calls to MetLife in the past week or so, did you use the MetLife automated voice system only, where you made selections on your phone keypad but did not speak to a MetLife Customer Service Consultant?

- 1. YES
- 2. NO
- DK DON'T KNOW
- RF REFUSED

[INTERVIEWER: AUTOMATED VOICE SYSTEM IS SAME AS AUTOMATED TELEPHONE SYSTEM]

SCRIPTER: TEMINATE IF S1=2, DK,or RF.

V. MAIN QUESTIONNAIRE

SCRIPTER: ASK CELLS 1, 2, 9, ONLY; ALL OTHERS SKIP TO INTRO PRIOR TO Q1

[INTERVIEWER: IMPORTANT TO READ INTRODUCTION CLEARLY]

Now we'd like to ask you a couple of general questions about your experience with MetLife.

Likelihood to Recommend—NPS

Base: All respondents in Cell= 1,2 and 9 (Tulsa, Utica and IVR)

Q_NPS1. [S]

Please tell me how likely is it that you would recommend MetLife to a friend or colleague? Please give me an answer on a scale from zero to ten, where zero means "Not at all likely to recommend", and ten means "Extremely likely to recommend".

[INTERVIWER: IF NEEDED SAY - How likely would you be to recommend MetLife?]



[INTERVIEWER: RECORD ONE ANSWER ONLY]

10. Extremely likely to recommend

9.

8.

7.

6.

5.

4.

3.

2.

1.

0. Not at all likely to recommend

DK. Don't Know [INTERVIEWER: DO NOT READ THIS]

INTERVIEWER DO NOT READ: Please confirm that the respondent said (RESPONSE FROM QNPS1 or QNPS1a).

1 – Yes

2 – No (Take back to QNPS1 so it can be coded correctly)

Reasons for NPS Rating

Base: All respondents who gave a rating to NPS (Q_NPS1 NE Don't know)

SCRIPTER: IF Q_NPS1 = DK, SKIP TO INTRO TEXT PRIOR TO Q1; ELSE ASK Q_NPS2]

Q_NPS2.[O]

Why did you choose that rating?

[INTERVIEWER: PROBE FOR DETAILS.]

INTERVIEWER DO NOT READ: Please confirm that the respondents response matches their 1-10 rating (.i.e both positive or both negative)

1 – Yes

2 – No (display text below and then skip back to NPS1 to start again)

Based on the responses you have provided we would like to ask you the last questions one more time to confirm your ratings on your experience

NPS TRANSITION

Base: IVR SAMPLE [CELL 9 ONLY]

For the remainder of this survey, we'll be referring only to your most recent call to MetLife, where you used the automated voice system and did not speak to a Customer Service Consultant.

NPS TRANSITION

Base: CSC SAMPLE [NATIONAL - CELLS 1, and 2 ONLY]

For the remainder of this survey, we'll be referring only to your most recent call to MetLife where you spoke to a Customer Service Consultant.

Base: CSC SAMPLE [OVERSAMPLES – CELLS 4,5,27,29,30]

This is a survey to obtain your opinion of the service you recently received from MetLife's telephone service center. For this survey, we'll be referring only to your most recent call to MetLife where you spoke to a Customer Service Consultant.

Base: All respondents

Q1.[S]

How satisfied were you overall with the service provided during that most recent call to



MetLife? Would you say you were . . . ?

[INTERVIEWER: READ LIST]

SCRIPTER: REVERSE THE CODES

1. Very dissatisfied
 2. Dissatisfied
 3. Satisfied
 4. Very satisfied
- DK. DON'T KNOW
RF. REFUSED

SCRIPTER : [IF Q1= 1,2,OR 3 ASK Q1a]
[IF Q1 = 4, DK , RF SKIP TO Q2a]

Base: All respondents who said they are "Very Dissatisfied", "Dissatisfied" or "Satisfied" with MetLife Services call. (Q1 = 1,2,OR 3)

Q1a.[O]

Can you please tell me what would have improved your satisfaction with the service provided during your most recent call to MetLife?

Base: All respondents

Q2a.[S]

Was your question answered or your concern addressed?

1. YES
 2. NO
- DK DON'T KNOW
RF REFUSED

Base: All respondents

Q2b.[S]

How satisfied were you with the outcome of this call? In other words, how satisfied were you with getting done what you needed to get done, such as getting your question answered, getting the information you needed, and so forth. Would you say you were . . . ?

[INTERVIEWER: READ THE BELOW LIST]

SCRIPTER: REVERSE THE CODES

1. Very dissatisfied
 2. Dissatisfied
 3. Satisfied
 4. Very satisfied
- DK. DON'T KNOW
RF. REFUSED

Base: All respondents

Q3.[O]

To verify our records, could you please tell me why you recently called MetLife's customer service number regarding your dental insurance?

[INTERVIEWER: PROBE "Did you call for any other reasons?"]

[INTERVIEWER: IF NEEDED SAY –We apologize if this seems like we asked this before but we are

asking this question to get as the specific reasons for calling customer service.].

Base: CSC SAMPLE ONLY (Cells 1,2,3,4,5,21,27,29,30,51,52)

Q4.[M]

Before calling MetLife and speaking with a Customer Service Consultant, did you attempt to get this information by . . .

[INTERVIEWER: READ THE BELOW LIST]

SCRIPTER: MULTIPLE RESPONSES ACCEPTED

- 1 Using the automated voice system
- 2 Using the MetLife Web site
- 3 E-mailing a question to MetLife
- 4 Contacting your employer
- 5 Looking at your benefit plan literature
- 6 DID NOT TRY ANY OF THE ABOVE
- 95 OTHER [SPECIFY]:

Base: All respondents IVR SAMPLE ONLY (Cell 9)

Q4_1.[M]

Before calling MetLife and using the automated voice system, did you attempt to get this information by . . .

[INTERVIEWER: READ LIST]

SCRIPTER: REVERSE THE CODES FOR THE INTERVIEWER, KEEP CODES SAME AS Q4]

- 1 Speaking with a MetLife Customer Service Consultant
- 2 Using the MetLife Web site
- 3 E-mailing a question to MetLife
- 4 Contacting your employer
- 5 Looking at your benefit plan literature
- 6 DID NOT TRY ANY OF THE ABOVE
- 95 OTHER [SPECIFY]:

Base: All respondents

Q5a.[S]

Did you have to make more than one telephone call to MetLife to have your question answered or your concern addressed?

- 1. YES
- 2. NO
- DK. DON'T KNOW
- RF. REFUSED

SCRIPTER [IF Q5a= 1, ASK Q5b-Q5c], [IF Q5A = 2, DK , RF SKIP TO Q6 OR Q8]

Base: Respondents who made more than one call . Q5a = 1

Q5b.[Q]

In total, how many calls did you have to make to get your question answered or your concern addressed?

SCRIPTER: ALLOW UP TO 2-NUMERICAL DIGITS (2-50)]

- _____ Call (s)
- DK DON'T REMEMBER
- RF REFUSED

SCRIPTER: IF Q5b = DK/REF SKIP TO Q5c]



Base: Respondents who made more than one call . Q5a = 1

Q5bb.[Q]

Of those calls, how many were made to the MetLife automated voice system and how many resulted in speaking with a Customer Service Consultant?

[SCRIPTER: ALLOW UP TO 2-NUMERICAL DIGITS (0-50)]

[SCRIPTER: MAKE SURE THE SUM ADDS UP TO RESPONSE FROM Q5b]

Q5bb_1. MetLife Automated Voice System: _____ Call (s)

Q5bb_2. Customer Service Consultant: _____ Call (s)

Base: Respondents who made more than one call . Q5a = 1

Q5c.[Q]

Why did you have to make more than one call to MetLife about this question or concern?

[INTERVIEWER: PROBE:] What other reasons?

[INTERVIEWER: PROBE FULLY UNTIL UNPRODUCTIVE.]

Base: CSC SAMPLE ONLY (Cells 1,2,3,4,5,21,27,29,30,51,52)

I'd now like to ask you a few questions about how easy it was to get through to MetLife when you called.

Q6.[S per Statement]

When you called MetLife about your dental insurance, you first reached an automated voice system that gave you a series of options. How satisfied are you with [SCRIPTER :INSERT ATTRIBUTE] ?

Would you say you are . . . ?

INTERVIEWER: READ SCALE

SCRIPTER: REVERSE CODES

- | | |
|----|-------------------|
| 1 | Very dissatisfied |
| 2 | Dissatisfied |
| 3 | Satisfied |
| 4 | Very satisfied |
| DK | DON'T KNOW |
| RF | REFUSED |

SCRIPTER: RANDOMIZE ATTRIBUTES

- The ease of understanding this automated voice system
- The ease of reaching a Customer Service Consultant
- The amount of time it took to reach a Customer Service Consultant

Base: CSC SAMPLE ONLY (Cells 1,2,3,4,5,21,27,29,30,51,52)

Q7.[S]

I would now like to ask you a few questions about the Customer Service Consultant you spoke with on your most recent call. At this point, we would like to have your evaluation of just the representative you spoke with, without regard to any other feelings you may



have about your dental plan. How satisfied are you with the Customer Service Consultant in terms of [SCRIPTER :INSERT ATTRIBUTE] ? Would you say you are . . . ?

INTERVIEWER: READ SCALE
SCRIPTER: REVERSE CODES

- | | |
|----|-------------------|
| 1 | Very dissatisfied |
| 2 | Dissatisfied |
| 3 | Satisfied |
| 4 | Very satisfied |
| DK | DON'T KNOW |
| RF | REFUSED |

[SCRIPTER: ALWAYS ASK Q7A FIRST, THEN RNDOMIZE REMAINING ATTRIBUTES]

- a. The overall performance of the Customer Service Consultant during your most recent call
- b. Being responsive to your question or concern
- c. Providing clear and understandable answers
- d. Having sufficient authority and flexibility to respond to your question or concern
- e. Having sufficient knowledge
- f. The overall attitude of the Customer Service Consultant
- g. The accuracy of the information provided to you on the phone
- j. Treating you with understanding and a caring attitude

Base: Respondent who are "Satisfied, Dissatisfied or Very Dissatisfied" with Q7a.(Q7a=1,2,or 3)
Q7h.[O]

Can you please tell me what would have increased your satisfaction with the overall performance of the Customer Service Consultant during your most recent call?

Base: IVR SAMPLE ONLY (Cell 9)

Q8.[S per Statement]

I would now like to ask you a few questions about the automated voice system and the series of menu options given to you on your most recent call. How satisfied are you with [SCRIPTER :INSERT ATTRIBUTE HERE]? Would you say you are . . . ?

INTERVIEWER: READ SCALE
SCRIPTER: REVERSE CODE ORDER .]

- 1. Very dissatisfied
- 2. Dissatisfied
- 3. Satisfied
- 4. Very satisfied
- DK DON'T KNOW
- RF REFUSED

[SCRIPTER: RANDOMIZE ATTRIBUTES.]

- a. The ease of understanding the menu options
- b. The availability of menu selections that were relevant to your needs
- c. The ability to obtain the information you needed from the automated voice system
- d. The ability to talk to a Customer Service Consultant if necessary
- e. The amount of time it took to get the information you needed from the automated voice system



Base: IVR SAMPLE ONLY (Cell 9)

Q9.[S]

Still thinking about the automated voice system, were there too many menu options, too few, or just the right number?

1. Too many menu options
 2. Too few
 3. Just the right number
- DK. DON'T KNOW
RF. REFUSED

Base: All respondents

Q9a.[S]

I would like you to compare the service provided by MetLife's automated voice system to the service provided by other companies of any kind through their 800 numbers. Is MetLife's automated voice system better than, about the same as, or worse than other companies' automated voice systems?

1. Better than
 2. About the same
 3. Worse than
 4. Have not dealt with any others
- DK. DON'T KNOW
RF. REFUSED

Base: All respondents

Q10.[S]

As a result of your recent call to MetLife, would you say your overall satisfaction with MetLife as a company has . . . ?

1. Increased
 2. Decreased
 3. Remained the same
- DK DON'T KNOW
RF REFUSED

Base: All respondents

Q13.[S]

INTERVIEWER RECORD SEX

1. MALE
2. FEMALE

That's the end of our survey. Thank you for your time and cooperation.

Base: All respondents

[INTERVIEWER – ALERTS TO BE RECORDED]

Does this call require a respondent alert sheet to be sent?

1. Yes
2. No

SCRIPTER: IF YES - ASK QAL1, IF NO - SKIP TO THE END

Base: Respondents who want alert sheet to be sent

QAL1.[S]



Reason for Respondent Alert:

1. Respondent questions validity of Survey
- 2..Respondent unhappy with MetLife service
3. Respondent threatens to sue MetLife
4. Respondent threatens to hurt, himself or others
- 5 .Respondent wants to be contacted by MetLife (please fill in name/phone #
6. Other (SPECIFY IN FOLLOW-UP QUESTION)

Base: Respondents who want alert sheet to be sent

SCRIPTER: CAPTURE OTHER SPECIFY OF QAL1 HERE

QAL1.[O]

Notes: (additional information important to call)

Sample