

# Meeting Increasing Customer Expectations

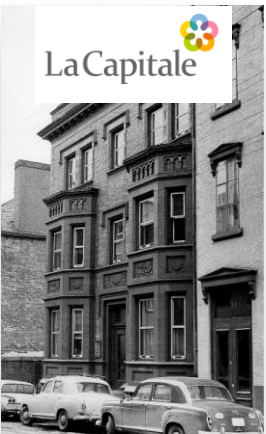
Jean-François Chalifoux

November 13<sup>th</sup> 2024

beneva

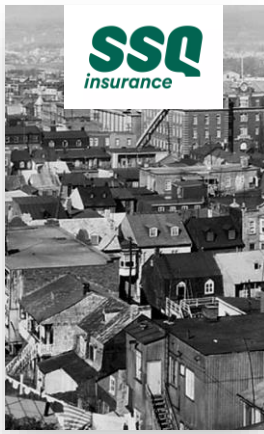


# In 2020, Beneva was created by the merger of La Capitale and SSQ Insurance, two Canadian mutual companies



1940

Founding of  
La Capitale



1944

Founding of  
SSQ



2020

Merger  
of equals



2024

Founding of Beneva Mutual

# Beneva is the largest mutual insurance company in Canada.



Group insurance



Life and health insurance



Property and casualty insurance



Savings and investments

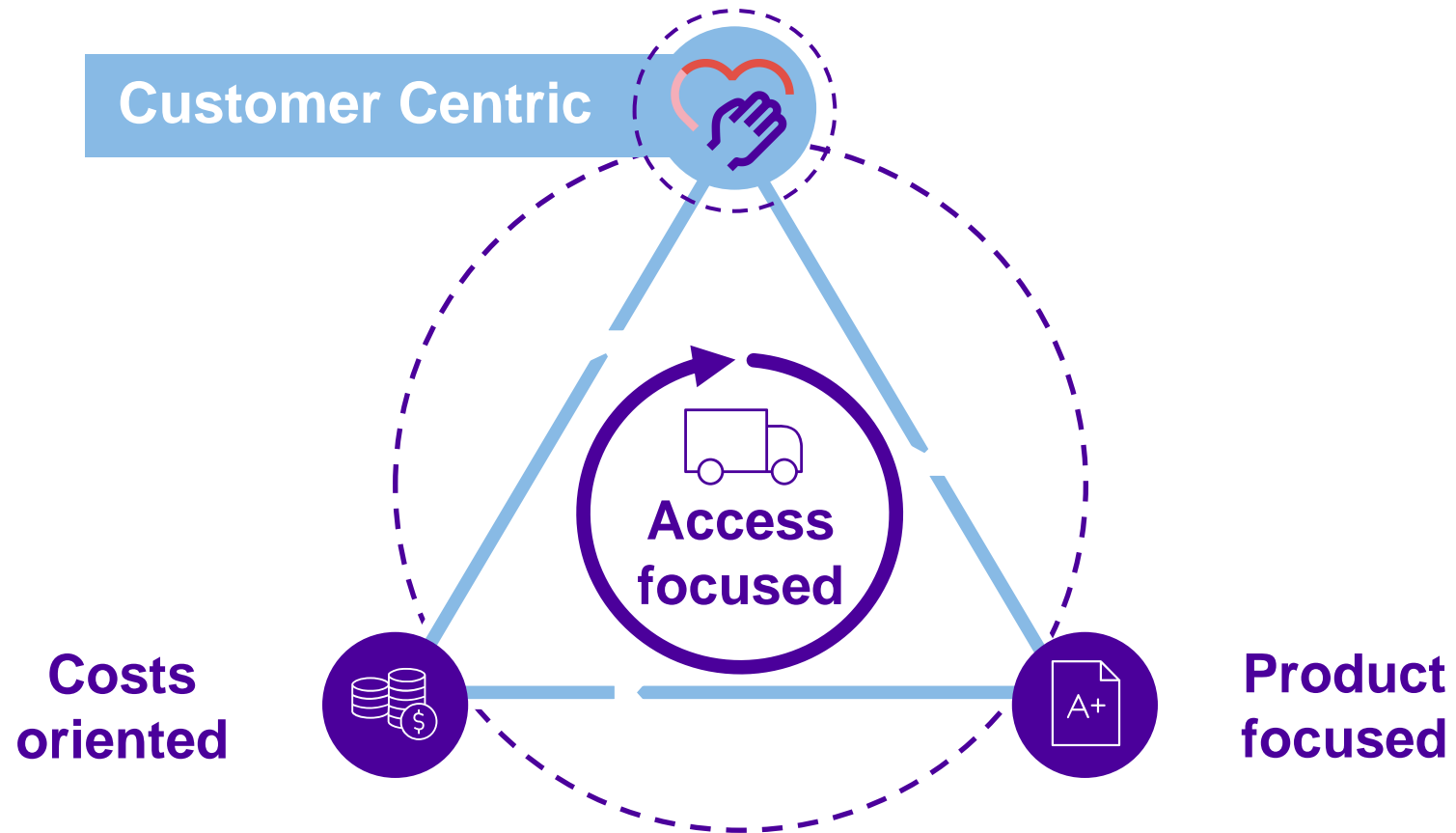
**2.7M**  
members

**CAN\$7.6B**  
in gross premiums<sup>1</sup>

**CAN\$25.2B**  
in assets

**5,500**  
employees

# Beneva has chosen to be ...



# Customer Centric



**Our ambition is to offer the best insurance experience in Canada, based on unparalleled simplicity**

# CUSTOMER EXPERIENCE SYSTEM



# Listen



**NPS system**



**A shared  
responsibility**



**Humans listening to  
humans**

# Learn



**Leveraging AI**



**Building knowledge  
about our members**



**Designing a customer  
centric strategy**



# Act



**Quick wins**



**100,000 members  
engaged through NPS  
surveys in 2023**



**Prioritize episodes to  
implement our  
omnichannel strategy**

# Success condition : The employee-experience

