Good customer service isn’t enough anymore because consumers aren’t measuring payers against other payers, they’re measuring their experience against what they’re getting in other industries.

The Accenture Customer Experience and Payer Benchmark Survey is a survey of over 10,000 consumers across all lines of business that measure payer satisfaction across multiple touchpoints. Probably the most interesting finding has been the stark difference in net promoter score for consumers who had good levels of satisfaction, 80 to 90 percent, and those above 90 percent.

When we look at the difference between good and great, we look across all the touchpoints. We measured satisfaction across all nine touchpoints that are in the survey—enrolling in healthcare, all the way through getting service and claims—and as we look across all those touchpoints and the satisfaction level, the difference between good and great is pretty substantial.

It’s really about meeting the consumer where they are with a method they relate to, giving them an answer, and making them feel like they’re being heard.

The value of moving from a good customer service experience to a great customer service experience is pretty substantial in terms of opportunities for growth, due to higher net promoter scores and retention because of people’s higher likelihood to stay.