

Press Information

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LOYALTY IS A MISSED OPPORTUNITY FOR BUSINESSES

Following the continued rise in customers coming forward about not being treated fairly by their service providers, a Health Cash Plan boss is urging businesses to ensure optimum customer care across the board to stand out from the crowd.

Kevin Rogers, CEO of Paycare which works with thousands of policyholders across the UK, says that many brands are neglecting existing customers and focusing their efforts instead on incentivising new ones, an issue which he says could be an opportunity for smaller firms to demonstrate their own loyalty strategies in a bid to compete with those on a national stage.

The issue was recently highlighted after 61-year-old Nick Munday, a customer of an insurance firm who he was with for over 20 years, came forward about his frustration at finding out he was paying £1,250 more than he should have in premiums because they had consistently been increased over time.

Kevin said: “There are so many cases like this where existing customers only get a reduction in price when they query or threaten to leave for another provider. Big brands are eager to continue growing their client base by offering new customers incentives like discounts or deals, however it’s the loyal customers that have to pay the price.

“This case has really struck a chord with us at Paycare as we only recently developed a manifesto showcasing how we demonstrate loyalty not just to our policyholders but to all of our core stakeholders including our team, our Board of Directors, suppliers, and our local communities.

“Whilst the document was written as a manifesto for use within our own sector, after seeing this case make such an impact in the headlines recently, and more customers speaking up about the

issue regularly, we wanted to share our insight in the hope that other organisations can review their own loyalty strategy in a similar way.

“Consumer behaviour is changing, and people want a more open and honest service with loyalty absolutely going both ways. Still, many aren’t getting the service they deserve, and I think this is a huge opportunity for businesses to leverage the opportunity to offer a more personal and honest service that rewards and recognises customer loyalty.

“We are in the initial stages of working with local businesses and leaders within the Black Country to see how we can collectively ensure that we offer our customers an ethical service that they deserve, with a view to disrupting what has sadly become the norm for hundreds, if not thousands, of customers.”

A well-respected and dedicated not-for-profit Health Cash Plan provider, Paycare has helped individuals, families and businesses across the Black Country and Wolverhampton protect themselves against everyday healthcare costs and bills for over 140 years.

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