

A SURVEY ON SERVICE QUALITY OF “MI” INSURANCE COMPANY (MELLAT IRAN) FROM PERSPECTIVE OF CUSTOMERS AND EMPLOYEES

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Abstract

Nowadays developed countries emphasize more on their service organizations, so that their service sectors, particularly their insurance industry, play an important role in national economy, such that allocate themselves a significant portion of Gross Domestic Product (GDP). Unfortunately insurance industry in Iran, due to various reasons has not developed as it should be; which one of its main reasons is that insurance companies pay no attention to new needs of policyholders. This study has performed with purpose of finding proper answers to the following four questions which have attracted researcher's mind, because of social insurance field presence.

Keywords: Satisfaction, Insurance, Insurers, Service Quality Gap,

1. Introduction

From the beginning of human life, having insurance has always felt as a need. This need plays a critical role in insurance industry to nation's growth and economic prosperity, and requiring it, is inevitable. However, unfortunately, many insurance development indicators, which indicate the growth and development in the industry, such as annual premiums, premium to GDP ratio, etc., in Iran insurance industry is not only comparable with developed countries but even is lower than developing ones (Salehi, 2004).

One of the reasons that experts of insurance industry discuss in this field is noncompliance of insurance coverage with what policyholders expect. Therefore, insurance companies should pay more attention to new concepts that have been presented about insurance marketing.

The new concept of insurance marketing has been focused on policyholders and seeks its profit through fulfilling their satisfaction. Following principles can be deduced from this new concept:

1. Policyholders should be at the head of the organizational pyramid and should be at the center of all activities (Kotler and Armstrong, 2007).
2. Insurance companies should be viewed from policyholders' perspective.
3. Finding and providing services that policyholders demand them, instead of trying to provide what is easy, should be noticeable.

On the other hand, nowadays, many executives have found that goods and services should be offered, which meet their customers' (policyholders) expectations and will make them satisfied (P. Steward; 1996). In other words, all organizations, from the highest to the lowest one, should pay attention serving their customers.

Serving customers include all affairs that a company performs to satisfy their customers (policyholders) and help them to get the highest value of products or services that have been bought (Rusta et al; 2009).

Nowadays, organizations believe their customers are valuable assets, therefore they ask their employees to try to fulfill their satisfaction by providing different services (Rusta et al; 2002). Thus, at first, they should identify factors that affect customer satisfaction (policyholders) and try to fulfill them.

2. Words and Technical Terms

Policyholders (Active Policyholders): is a person who directly has been under "MI" insurance (Mellat Iran) regulation and by paying premiums can take advantage of provided services in "MI" Insurance (Mellat Iran) (Department of Law and Parliamentary Affairs; 1999; 23).

Employee: are formal and conventional forces of fourth Article, who are employed by organization which have been evaluated in this study.

Satisfaction: means an overall positive attitudes and feelings toward a product or service that is created in a person after receiving it (Kotler and Armstrong; 2007; 173).

Quality: it is a collection of activities, processes, functions and interactions that are presented to customers in order to solve their problems. (Vargo and Losh; 2004)

Service Quality Gap: is difference between individuals' expectations (E) and perceptions (P) about received services from a particular organization (Parasuraman et al; 1988; 23).

SERVQUAL Model: is a model to measure customer's perceptions about the service quality, which was introduced by three university professors, "Berry", "Parasuraman" and "Zeithaml". This model examines five dimensions of customer perceptions, i.e. tangible factors, reliability, responsiveness, assurance and empathy (Hill 2006; 323).

3. Conclusions

Nowadays, service organizations have found that in order to retain their customers and obtaining competitive advantage, one of the most important and key issues that need to be considered, is improving their services quality (Kandampully and Mangok; 2003). Since, in various research it has been identified that service quality has led to customer satisfaction and loyalty and ultimately to organization survival and profitability (Lee and Hovan; 2005). Indeed, we can say that customer satisfaction toward received service and improving services quality by organization are two important indicators in evaluating the function of organization.

4. Resources

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