





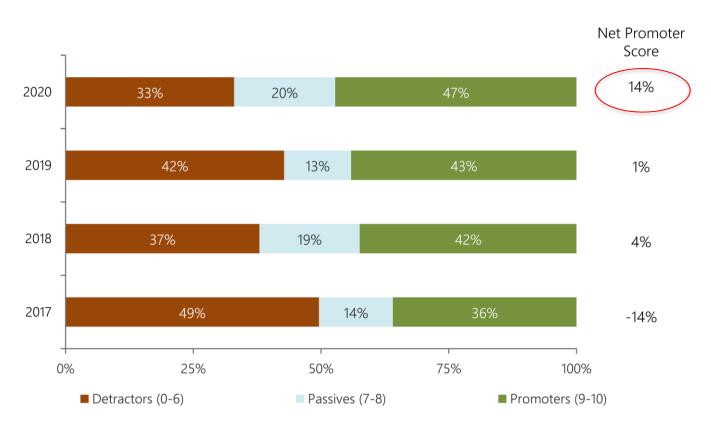


2020 CUSTOMER SURVEY RESULTS

Ezra Watland

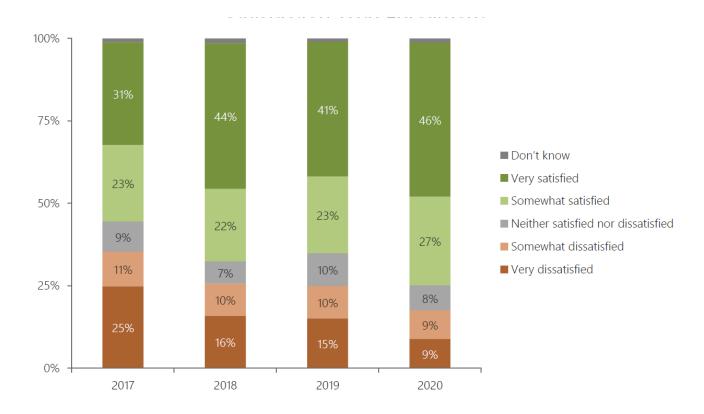
Director, Marketing and Communications Strategy

Net Promoter Score





Satisfaction with Enrollment

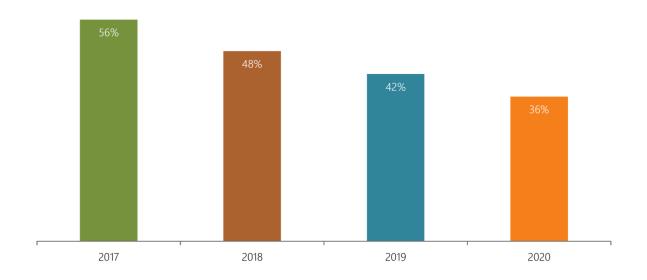


More than 70 percent of customers were satisfied with their enrollment



Fewer Returning Customers changed Plans

Returning Customers Who Changed Their Plan This Year



More customers are opting to stick with their current plan



Increased satisfaction with chosen plan

Agreement that "I am satisfied with the health insurance plan that I enrolled in"



60% of customers were satisfied with the plan they chose



Why are customers shopping through us?

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other because subsidy only due benefits early only before eligible Left option husband options wanted way belonger employed
                                                    old longer
          need wanted way health old exchange UNTIL back dropped ran
                                                                   ownThought without
                     nths job used Retirement VIRUS ins year apply between know inst Colored ended
COBRA apply
                                                                             go effective
                      Recently jobs just Colorado Disability
                                                                                    employment
                                          one time Done cancelled
                   closed
                           company received
                    lost changed provider plan income
                needed office policy resident employer
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