



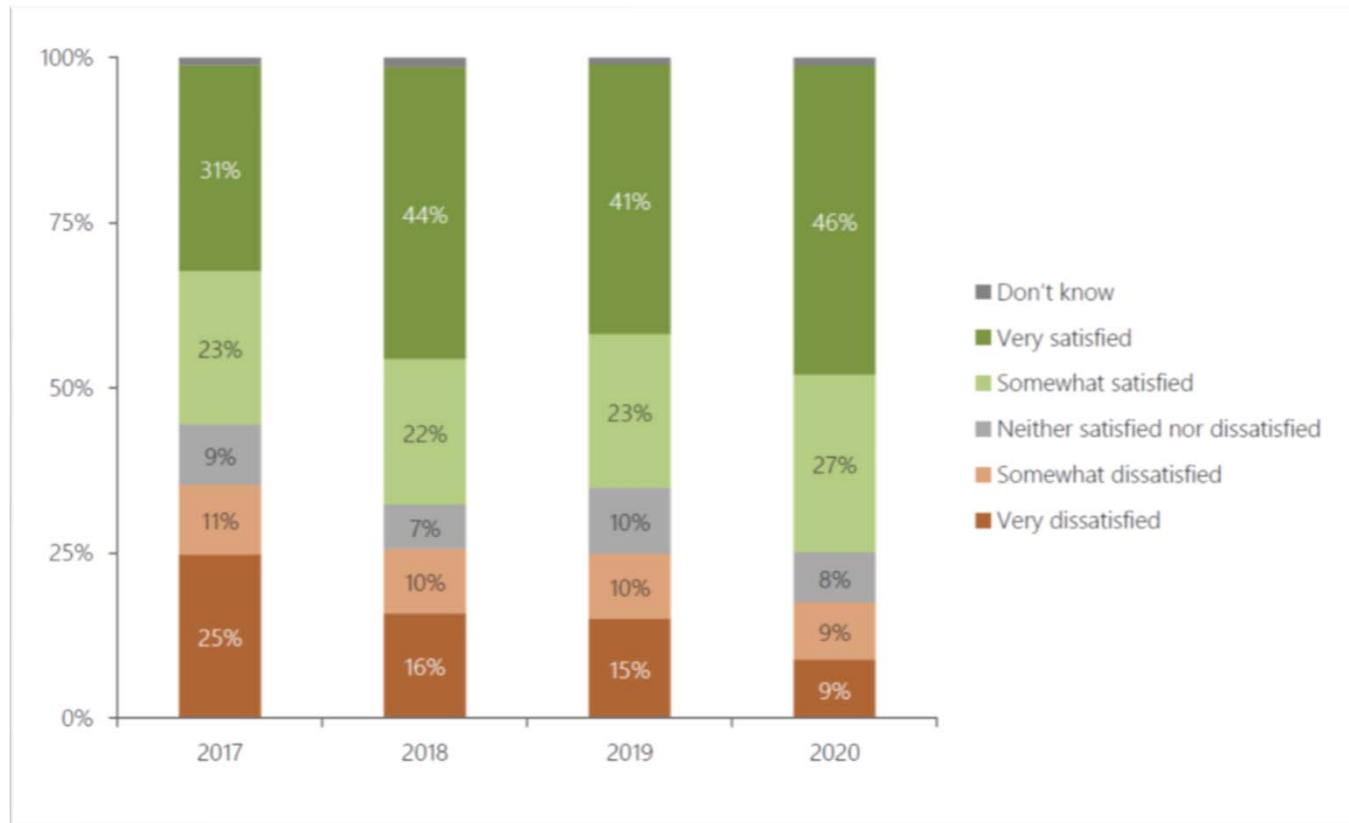
2020 CUSTOMER SURVEY

Satisfaction and shopping trends among New and Returning Customers

SATISFACTION TRENDS

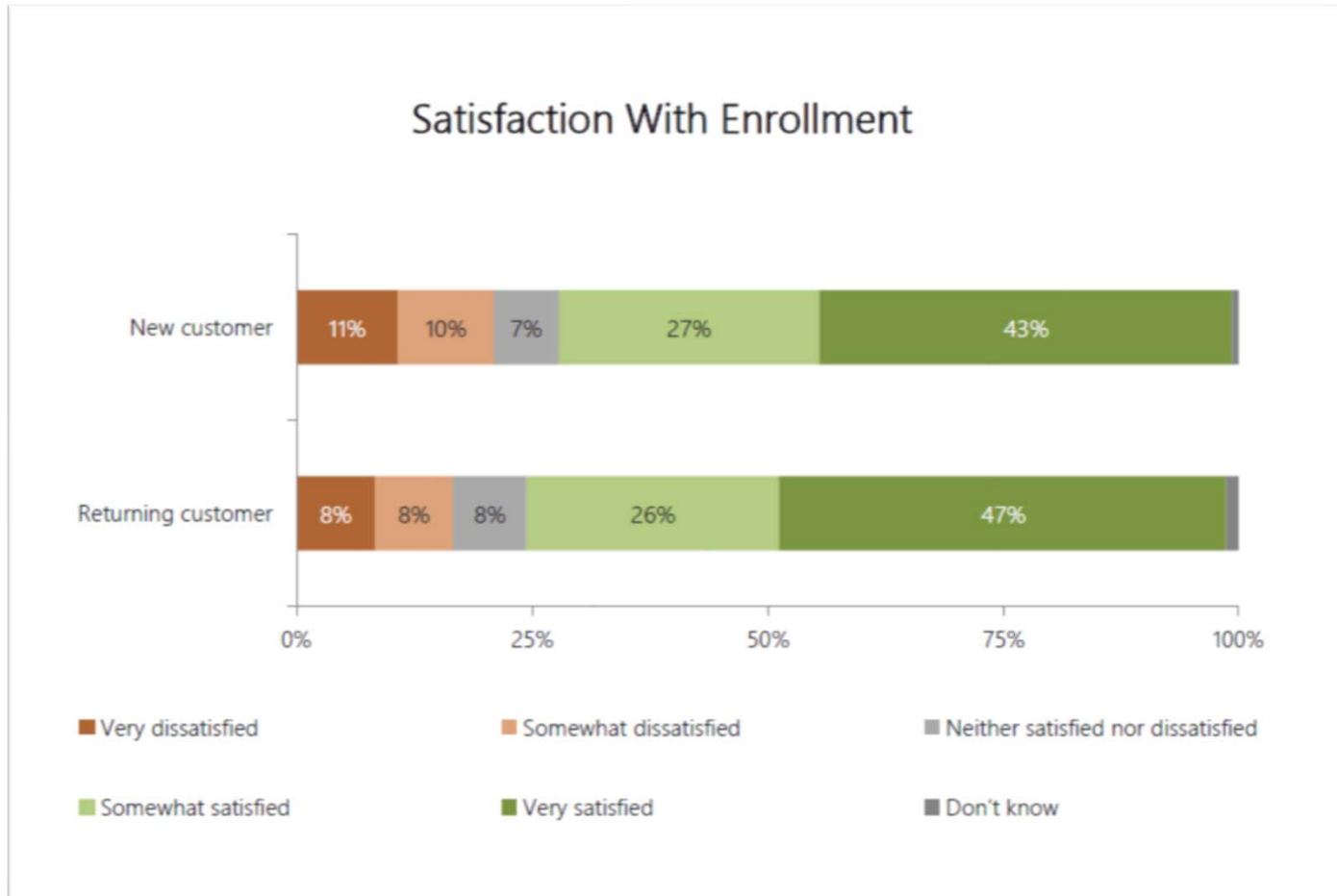


Satisfaction with Enrollment

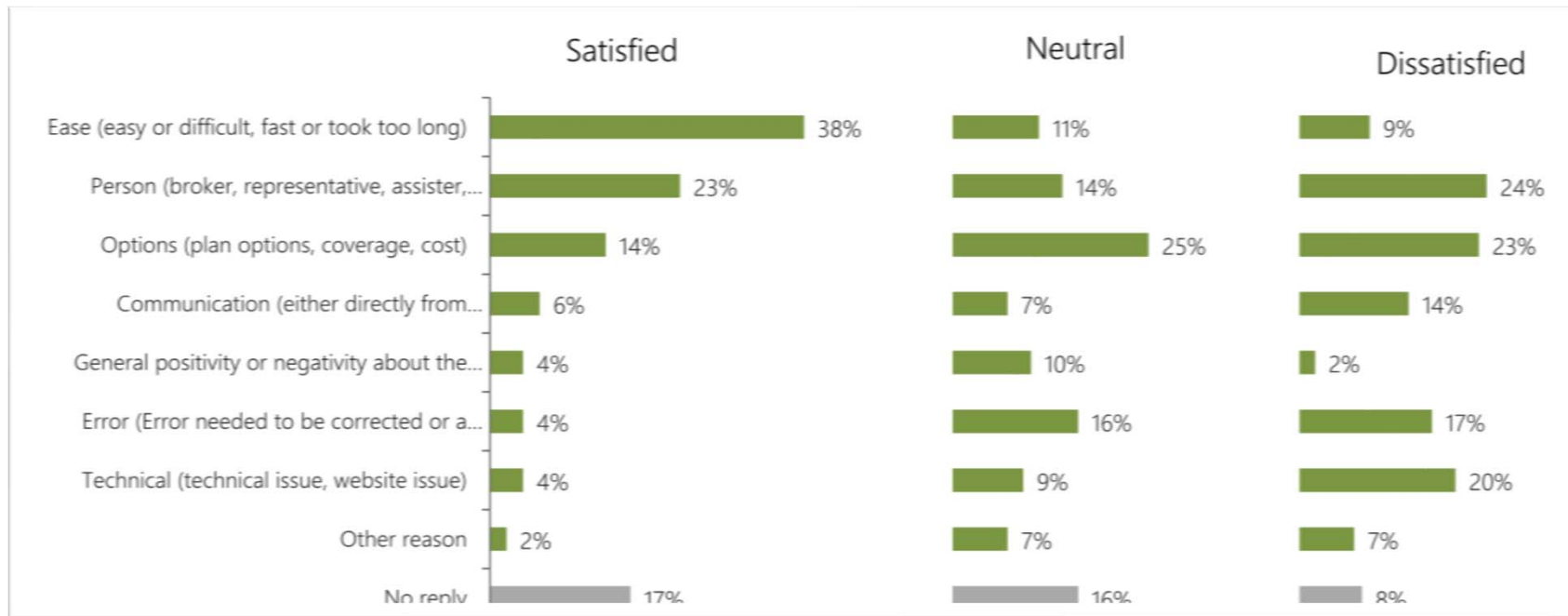


More than 70 percent of customers were satisfied with their enrollment

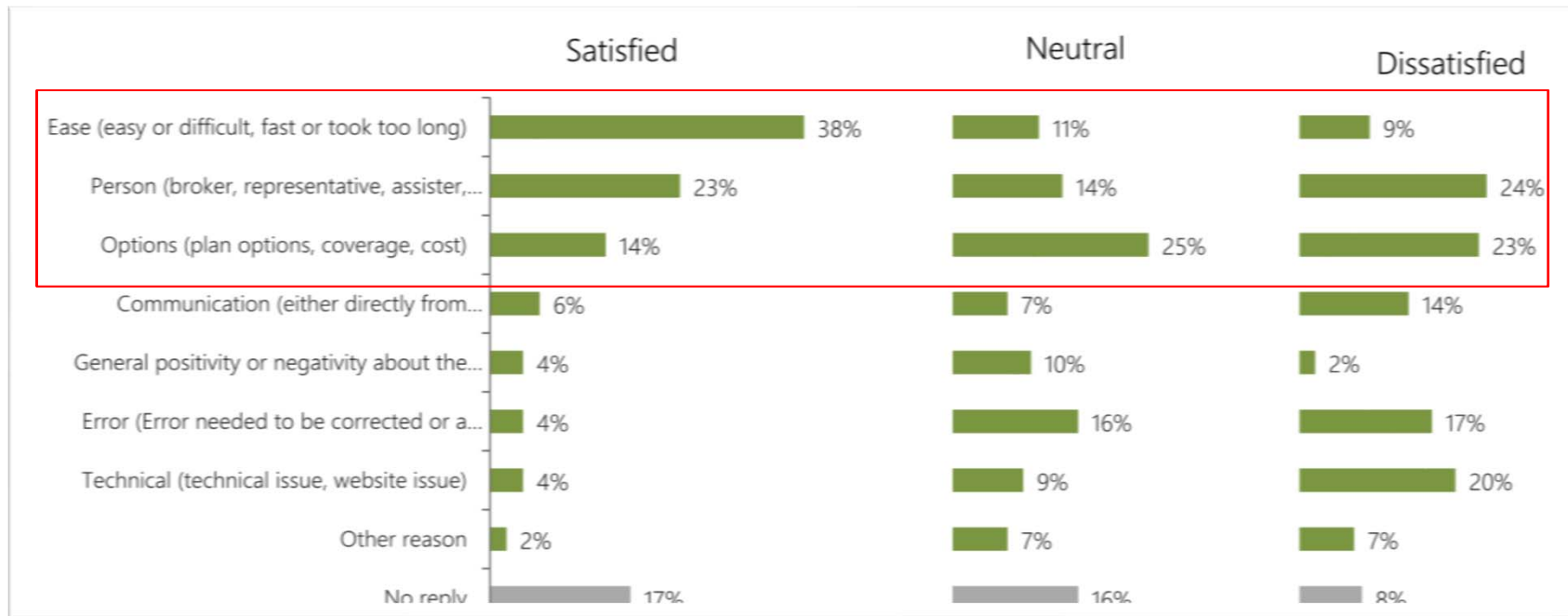
Satisfaction: New and Returning Customers



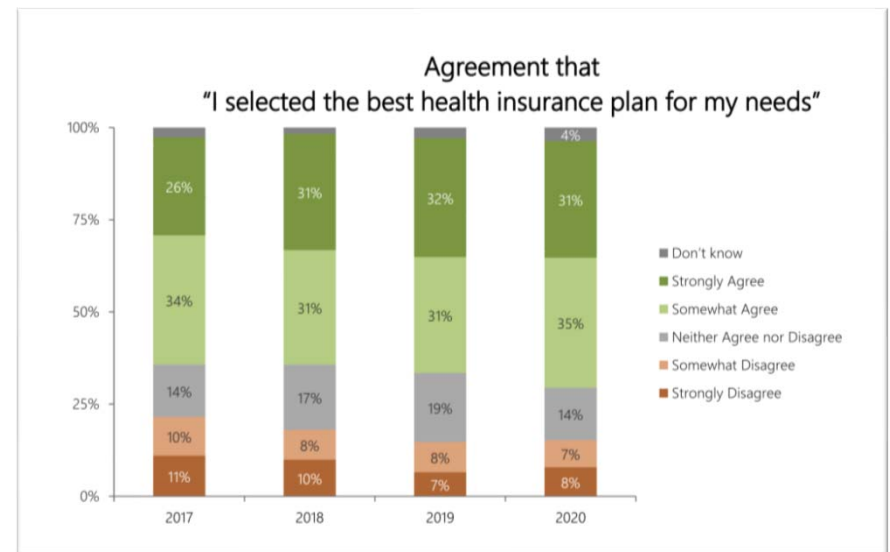
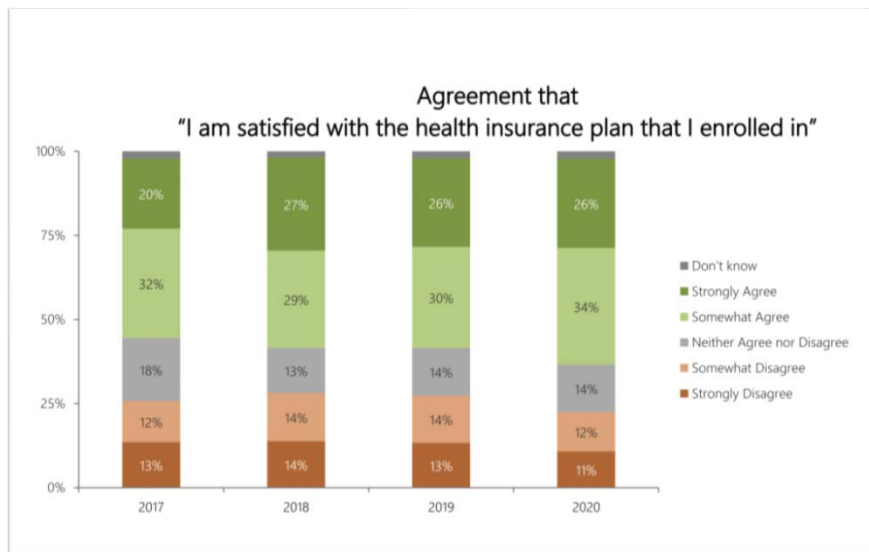
Reasons for Satisfaction or Dissatisfaction



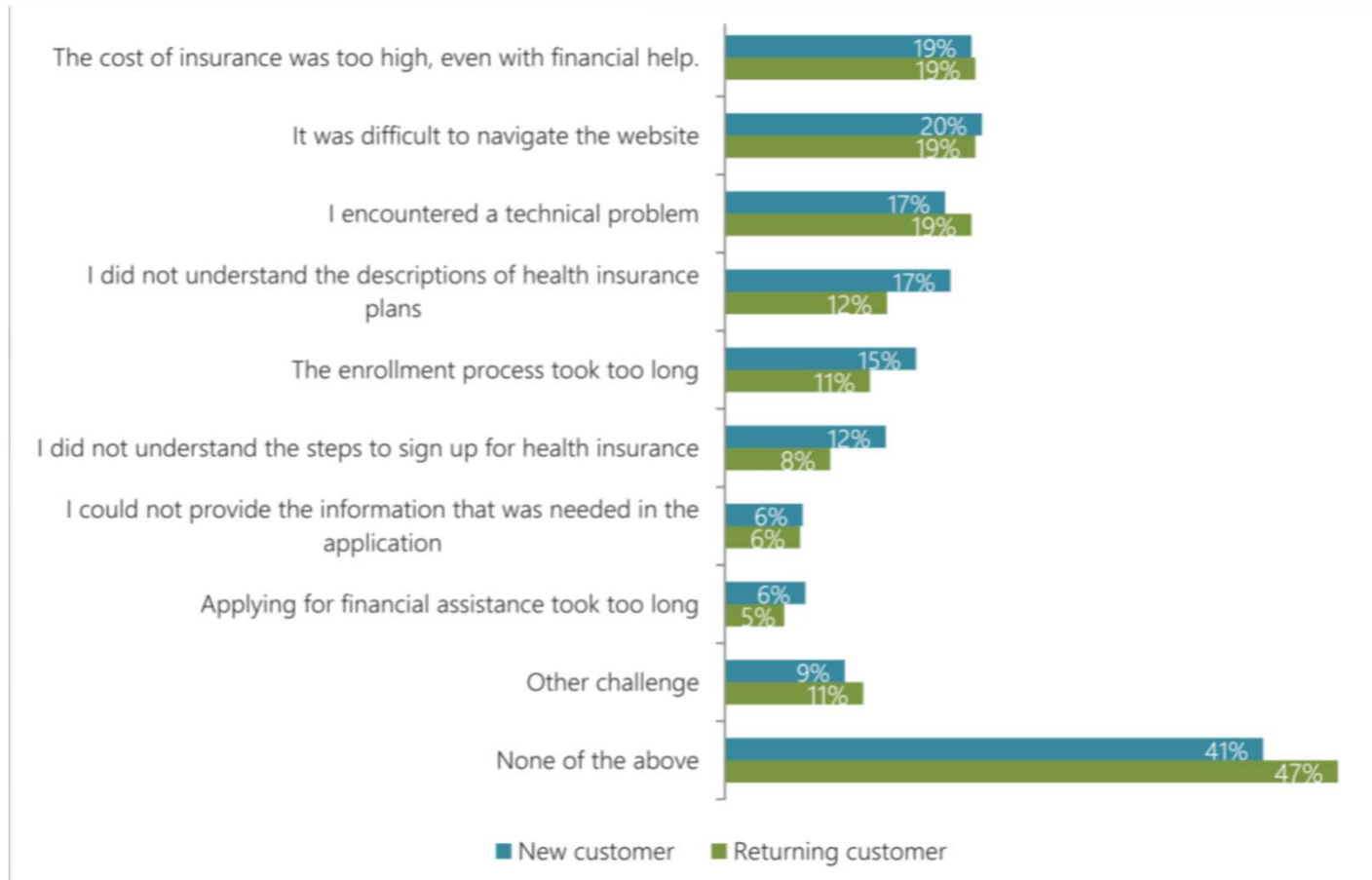
Reasons for Satisfaction or Dissatisfaction



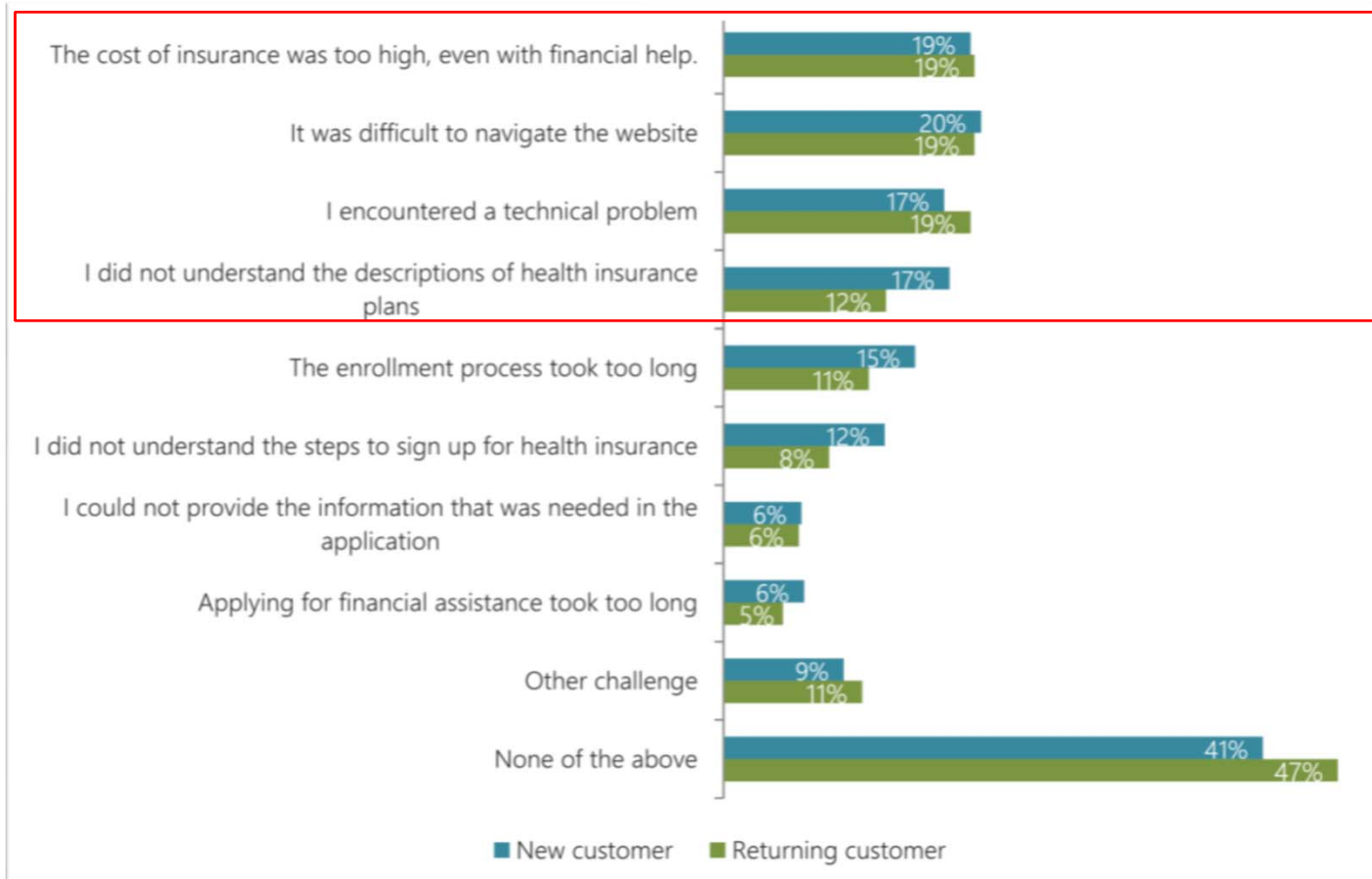
Increased satisfaction and confidence with their chosen plan



Challenges during Enrollment



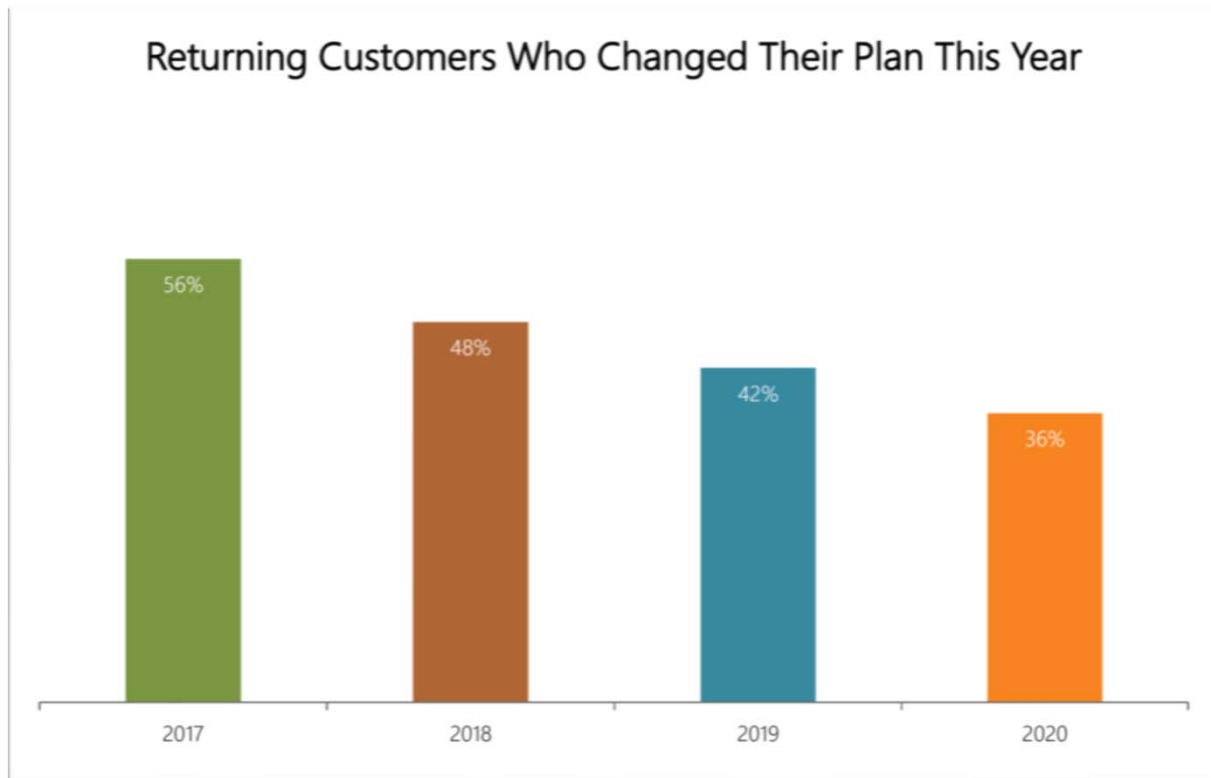
Challenges during Enrollment



SHOPPING TRENDS

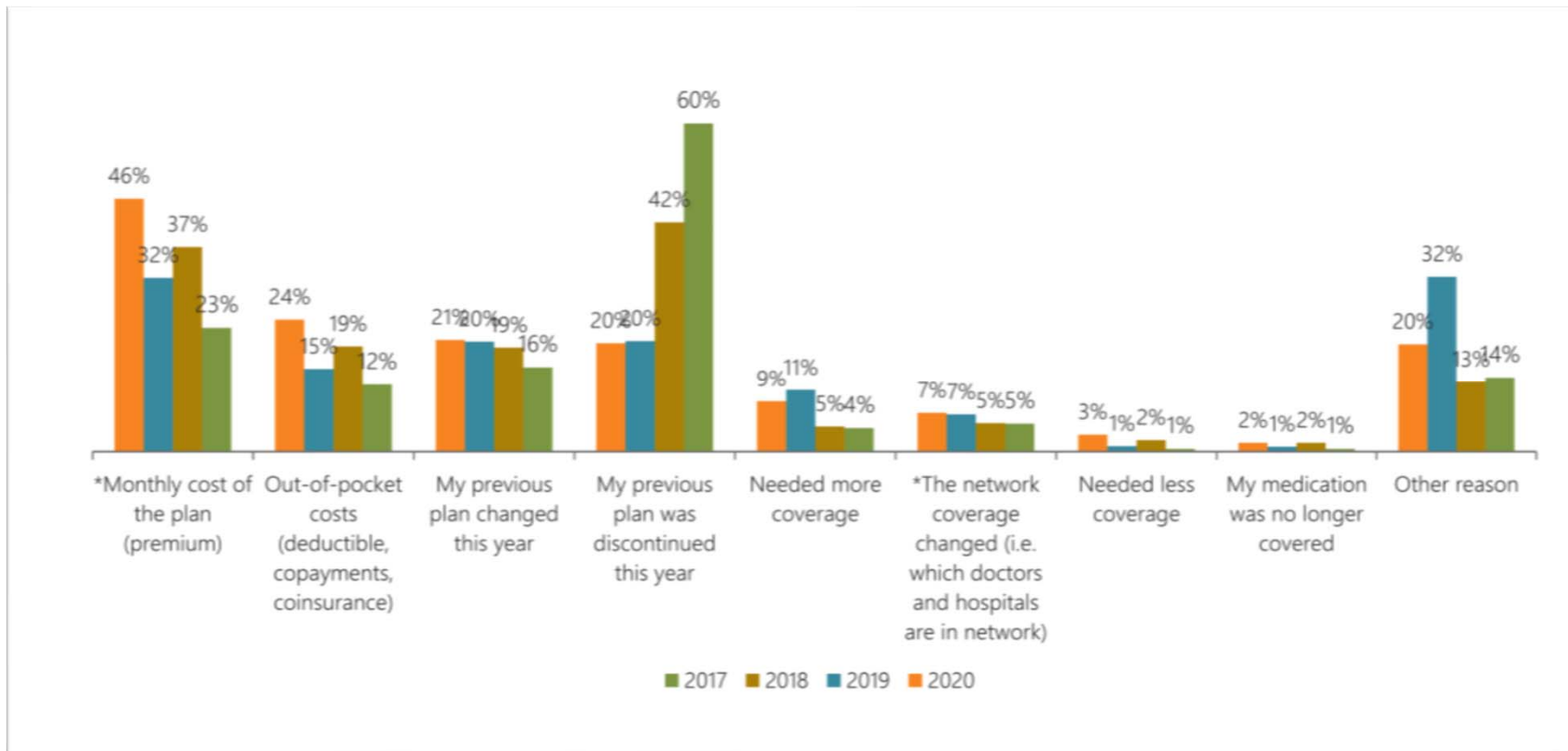


Fewer Returning Customers changed Plans

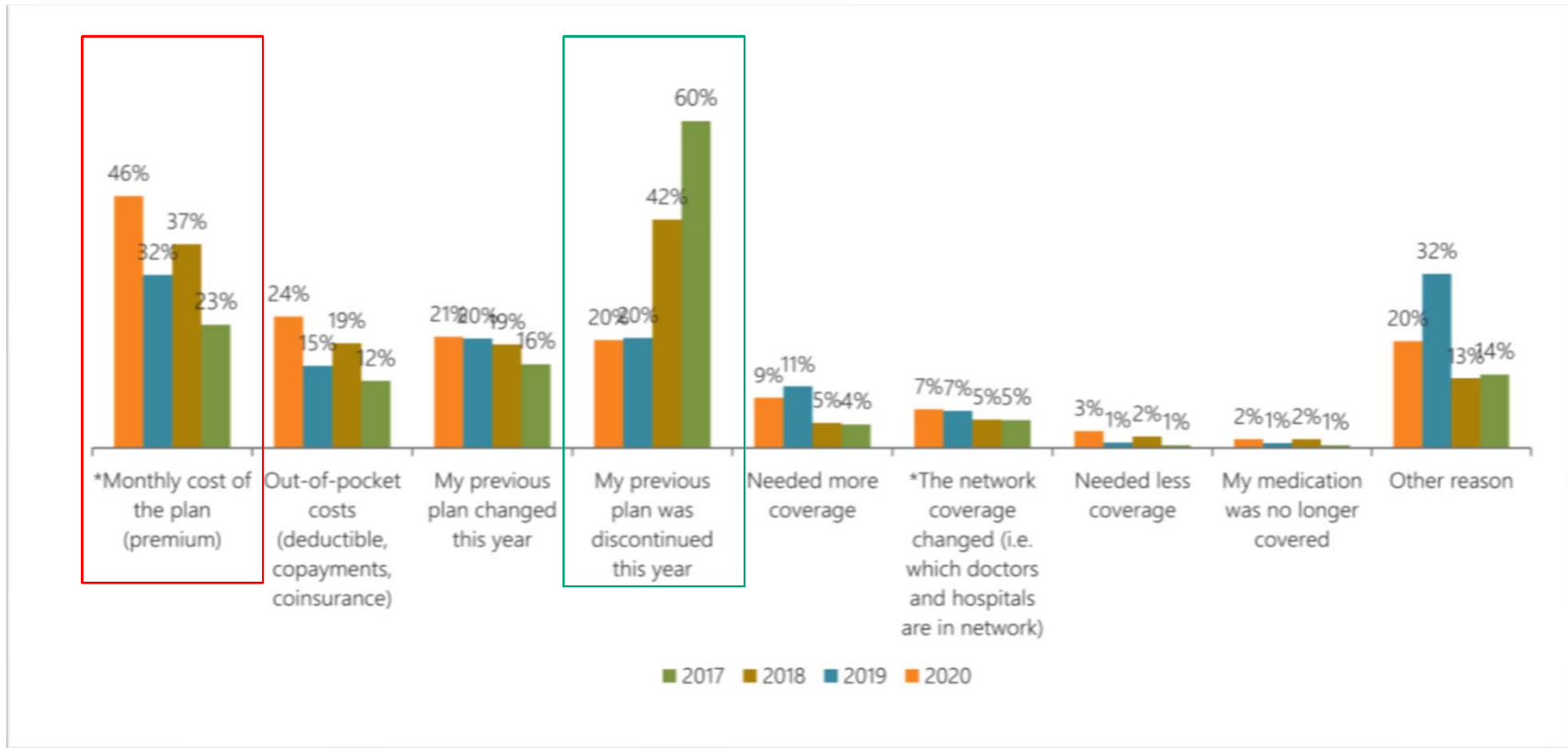


More customers are opting to stick with their current plan

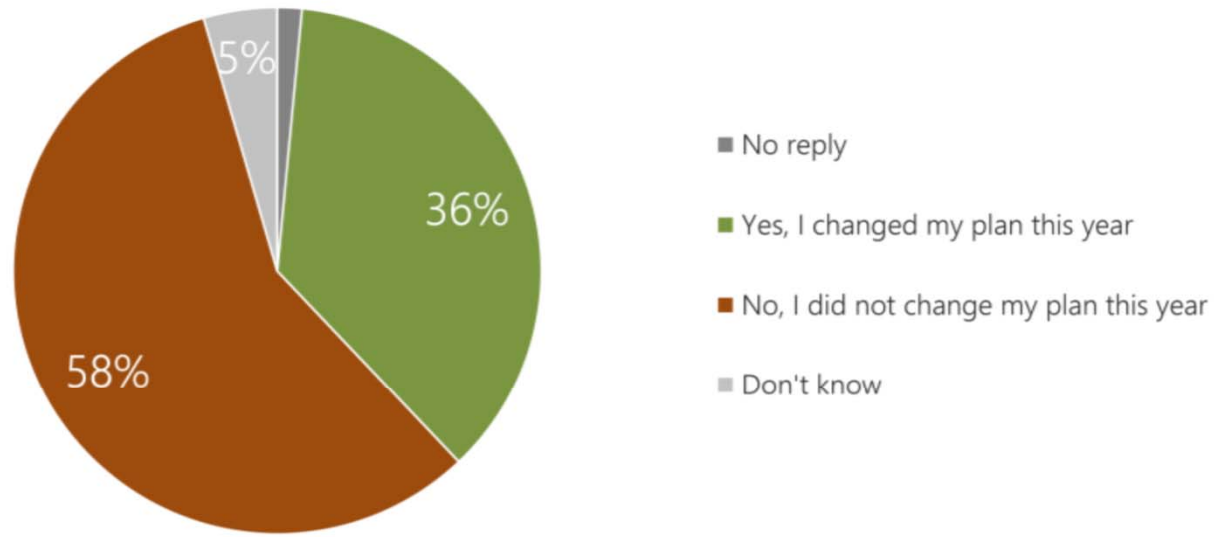
Reasons for changing plans



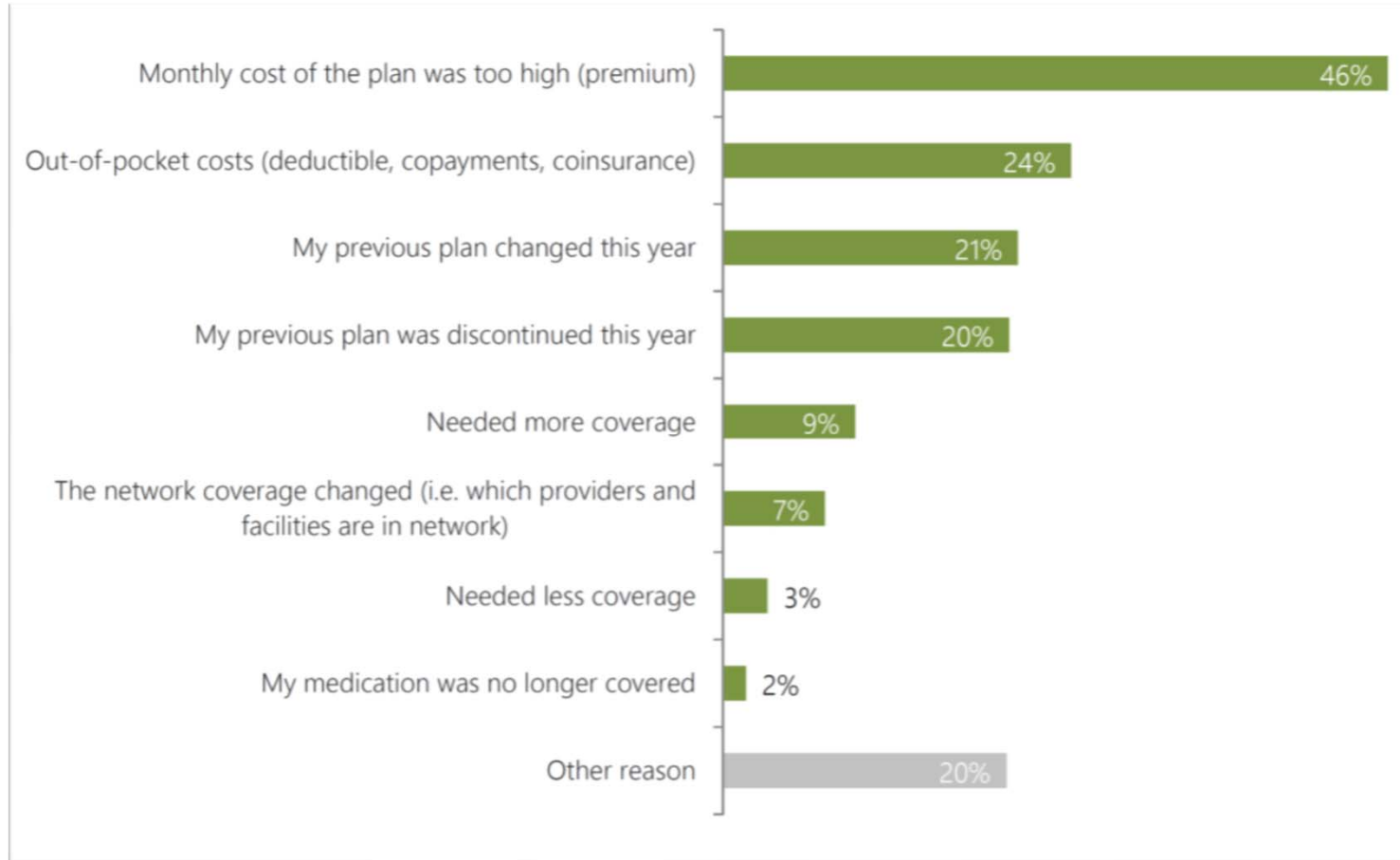
Reasons for changing plans



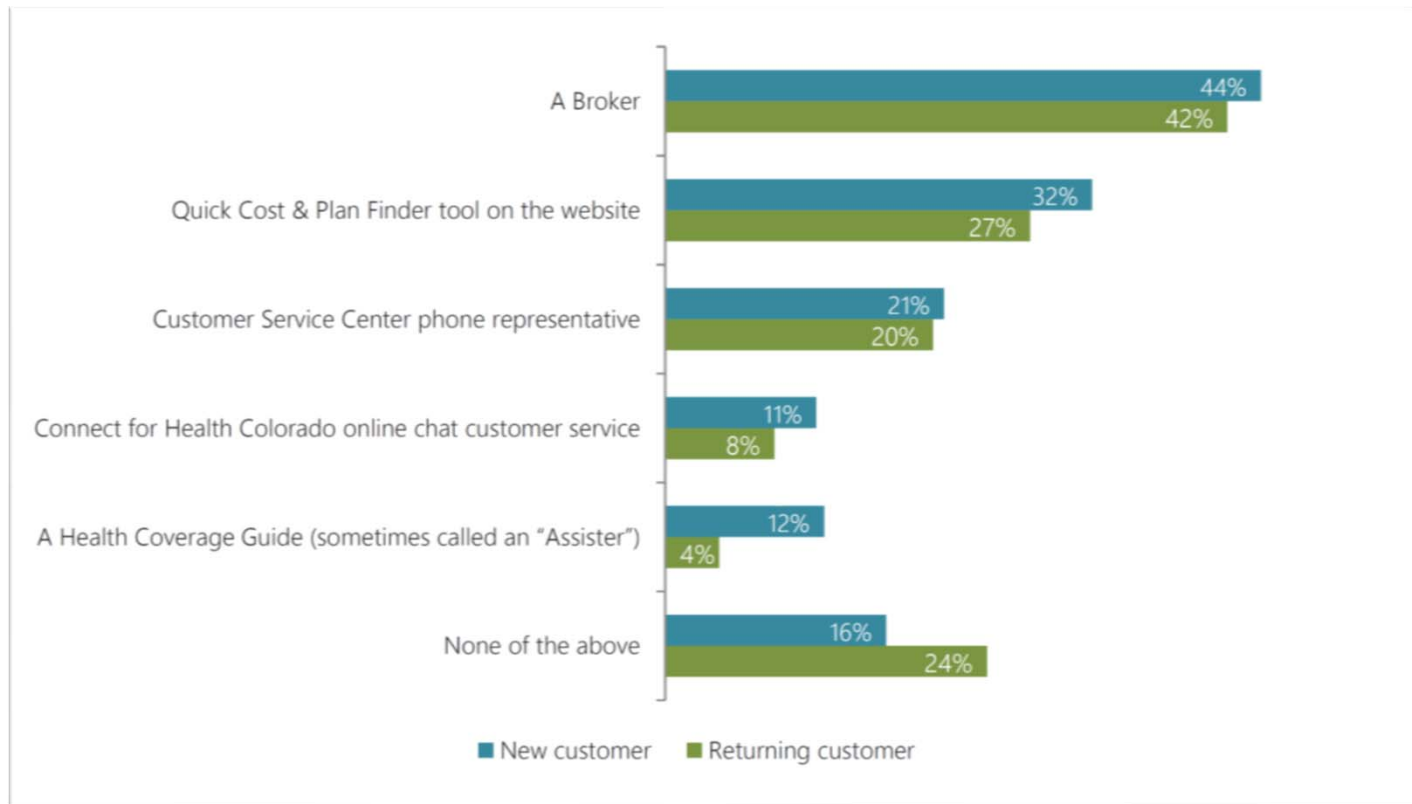
Returning Customers' Plan Changes



Reasons for Changing Plans



Tools and Assistance Used During Enrollment



QUESTIONS?

