



2023

# NEW AND RETURNING CUSTOMER SURVEY

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## KEY FINDING

## 01

-In 2022, satisfaction with the enrollment process and the Marketplace increased, which was maintained in 2023.

-The Net Promoter Score increased slightly in 2023.

-In 2023, customers were as satisfied with their plan, as confident in their ability to pay for their plan, and as likely to recommend the Marketplace, compared to 2022

-Customers in 2023 found enrollment to be as easy as it was in 2022.

## KEY FINDING

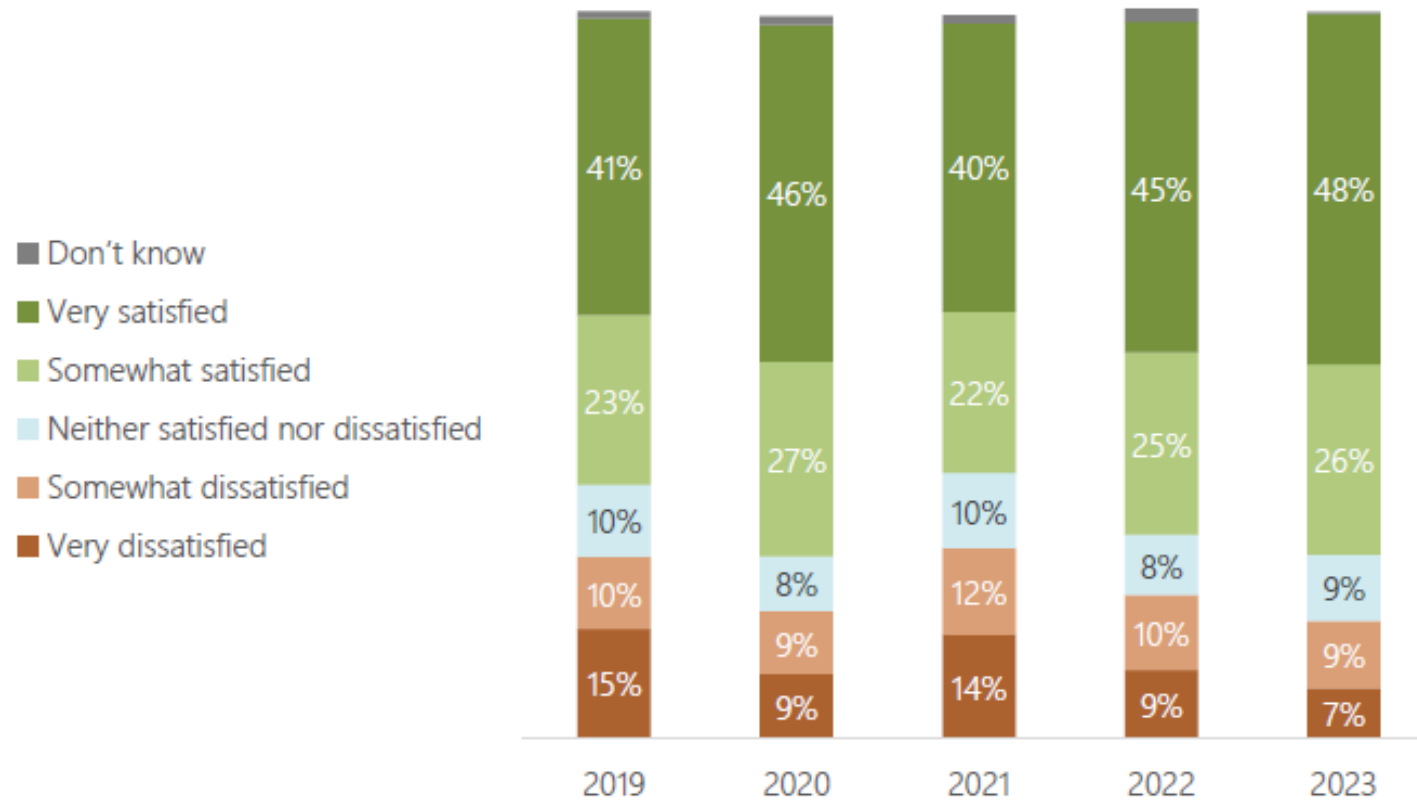
## 02

The main change in 2023 was that more returning customers changed their plan in 2023 (51%) , compared to 2022 (36%). Moreover, returning customers in 2023 were far more likely to have changed their plan because it was discontinued rather than because of costs, compared to 2022.

In previous years, plan discontinuation led to greater dissatisfaction among returning customers; however, this did not appear to be the case in 2023.

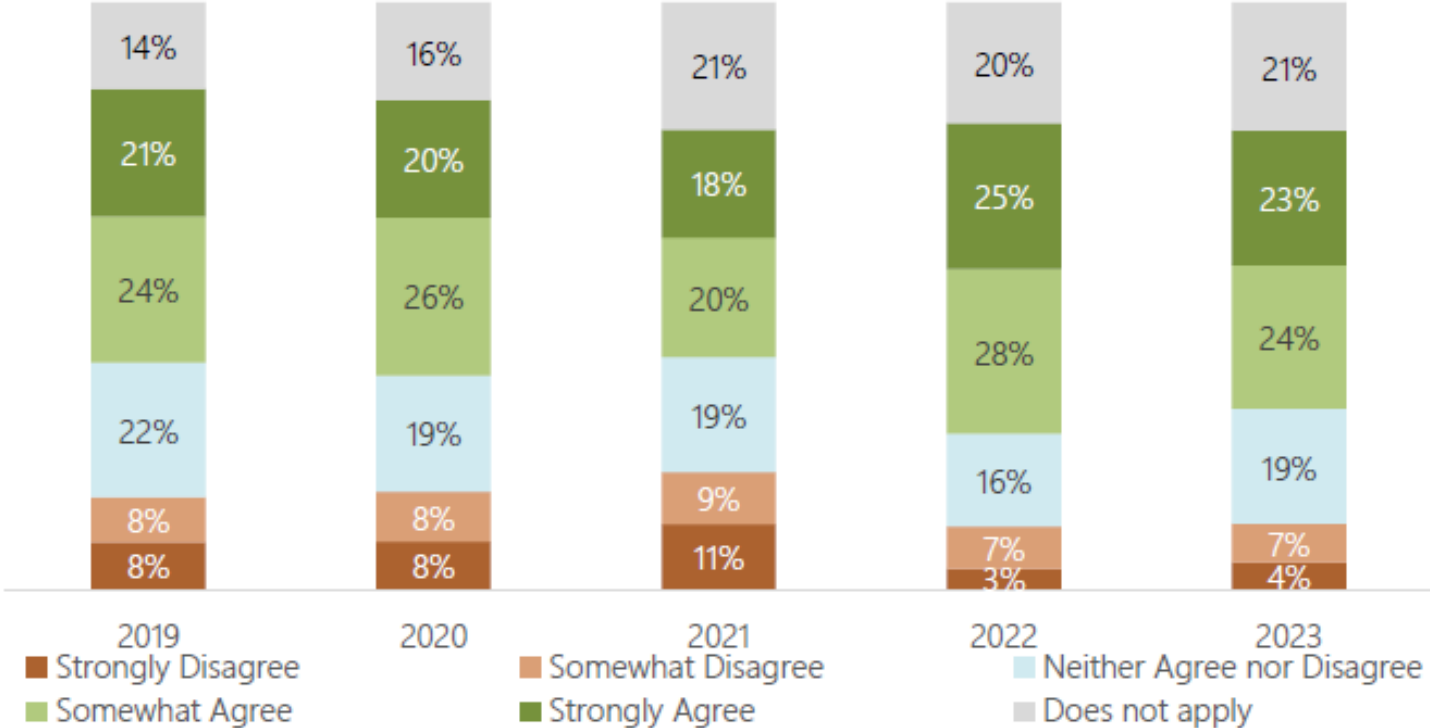
# Customers in 2023 were as satisfied with their enrollment as most previous years

### Satisfaction With Enrollment



# Customers in 2023 were as likely to think applying for financial assistance was easy, compared to 2022

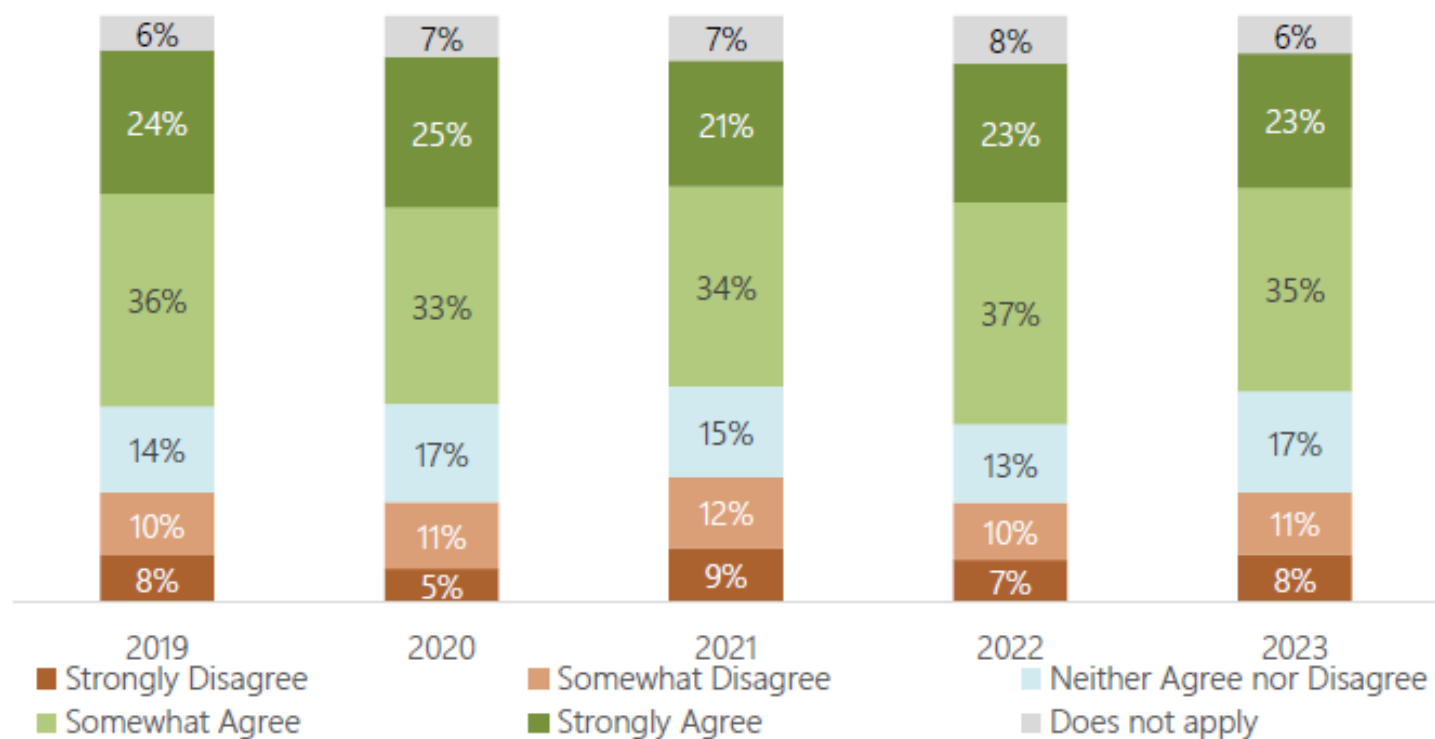
Applying for financial assistance was easy



Q12. [modified 2019] Please rate how much you agree or disagree with the following statements about your Connect for Health Colorado enrollment experience. [Randomize]

# Customers in 2023 were as likely to find comparing plans on the website easy, compared to 2022

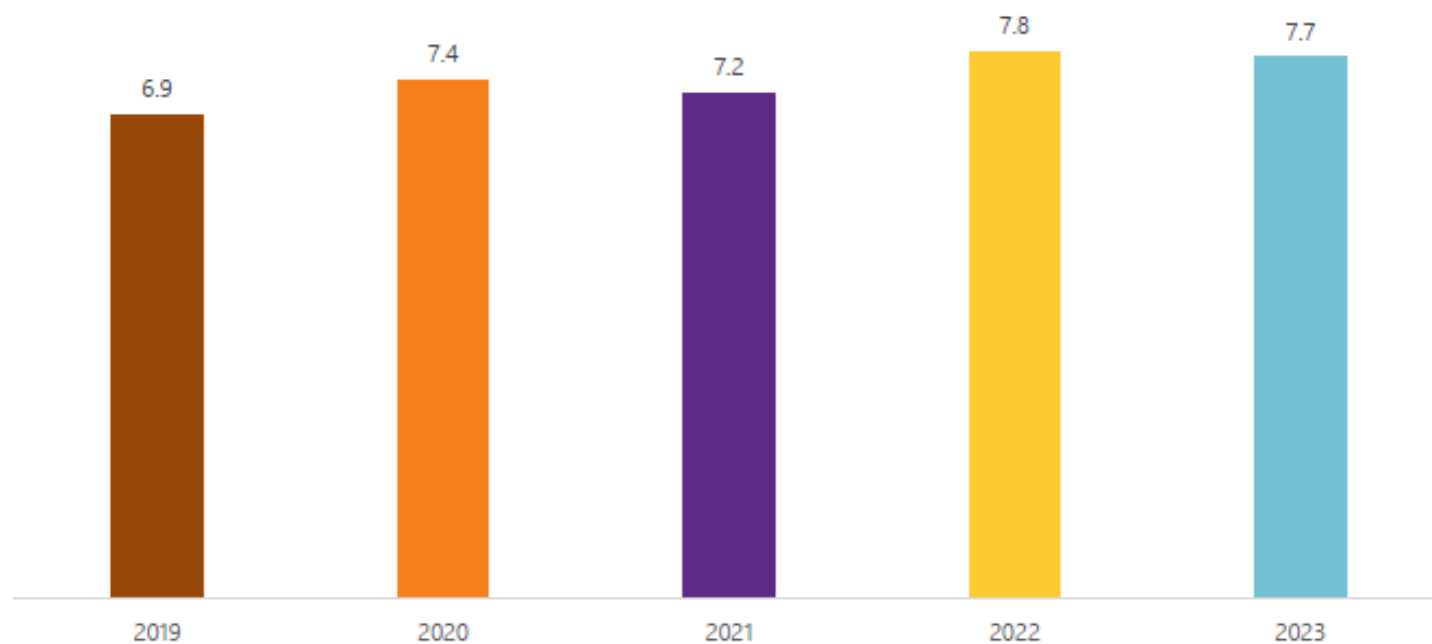
Comparing plans on the website was easy



Q12. [modified 2019] Please rate how much you agree or disagree with the following statements about your Connect for Health Colorado enrollment experience. [Randomize]

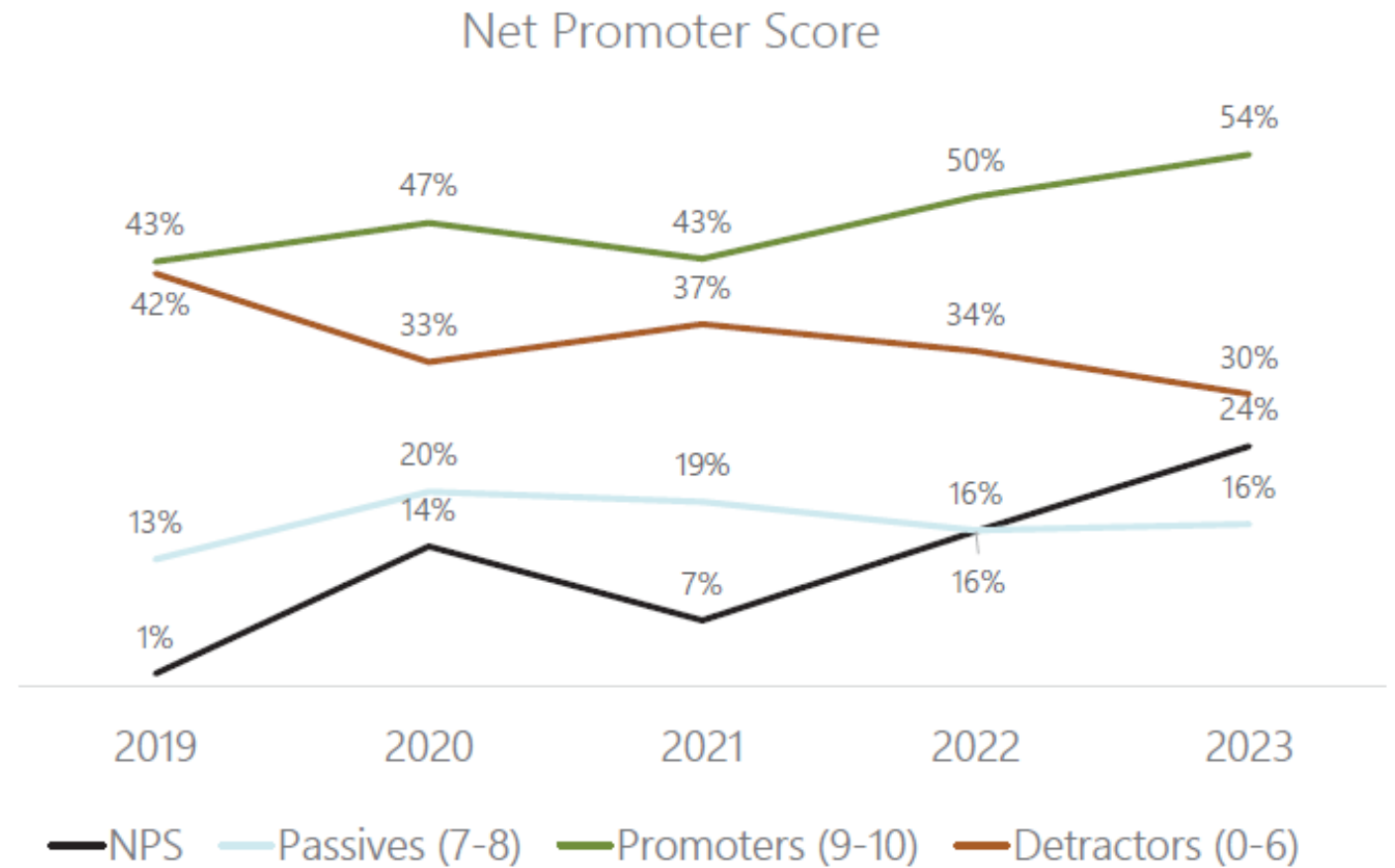
# Customers in 2023 reported a similar level of intention of using the Marketplace next year, compared to 2022

Average Likelihood of Using the Marketplace Next Year  
*(on a scale of 0-10 where higher numbers = more likely)*



# The Net Promoter Score increased slightly in 2023

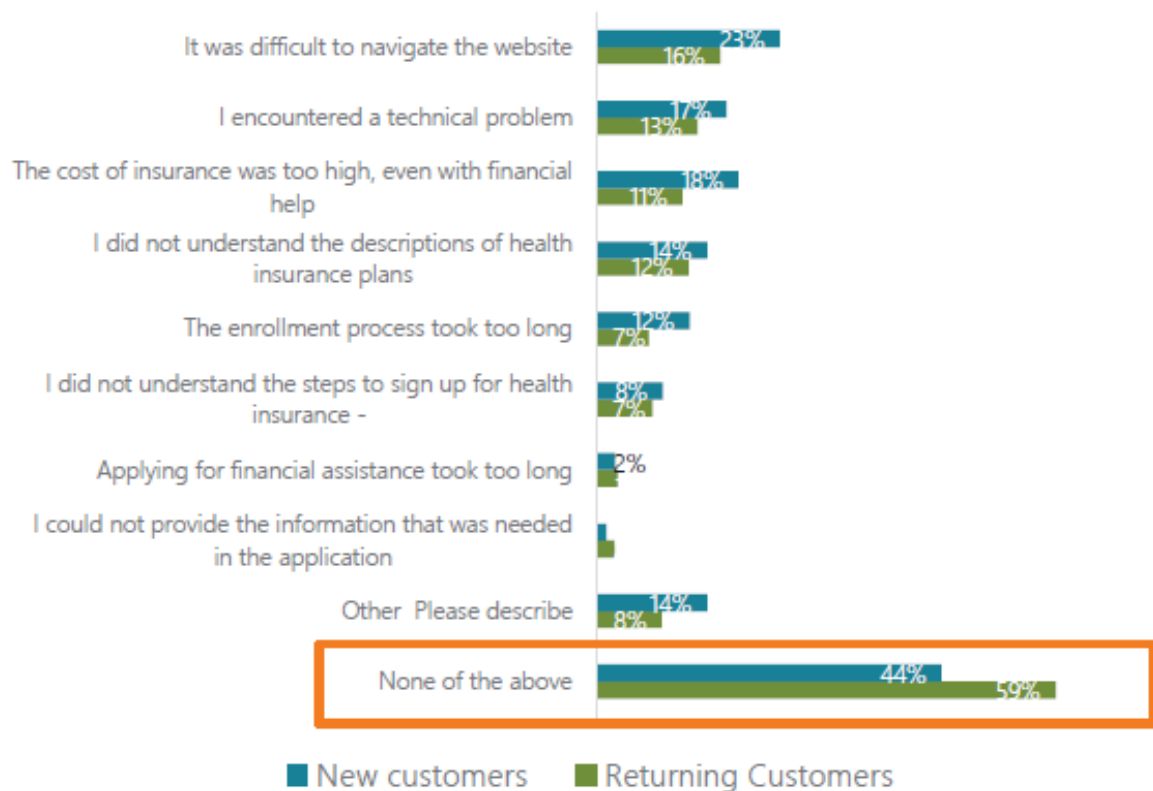
- > The Net Promoter Score (NPS) is a business metric typically used to assess customer loyalty. To calculate the NPS, the percentage of detractors is subtracted from the percentage of promoters.
- > Returning customers were slightly more likely to be promoters in 2023, compared to 2022.





# Less than half of customers experienced a challenge during enrollment

## Challenges During Enrollment



- > The most common challenges were navigating the website and encountering a technical problem.
- > New customers were more likely than returning ones to encounter a challenge, especially difficulty navigating the website or finding the cost of insurance to be too high.
- > Customers who enrolled with a Broker encountered fewer challenges.
- > Customers who were less satisfied with enrollment encountered more challenges.
- > Other challenges were generally more specific website issues, errors, communication issues, etc.