

# News Release

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## Willis Quality Index® - Taking “Price and Prejudice” Out of Clients’ Insurance Decisions

**London, UK, October 31, 2007** – “Willis clients around the world will soon have access to the ultimate insurance buyer’s guide, the Willis Quality Index,” said Joe Plumeri, Chairman and Chief Executive Officer of Willis Group Holdings Limited (NYSE: WHS). The global broker today launched a ground-breaking Index that benchmarks carriers on their performance in underwriting, policy administration, claims and service activities.

“Willis is committed to placing its clients’ business with those carriers who best meet their needs,” continued Plumeri. “The Willis Quality Index has been designed to enhance both our and our clients’ ability to make more informed decisions.”

In phase one of the project, the global insurance broker will share the Willis Quality Index reports with insurers to help raise industry standards and service levels for clients. During phase two, in early 2008, Willis Quality Index data benchmarking relative performance of carriers in specific sectors will be shared with clients to help them in their market selection.

The quantitative data used in the Willis Quality Index comes from a range of internal Willis systems, while the qualitative data was captured by two global carrier evaluation surveys. In July 2007, the survey was completed by over 2,700 Willis employees. The key findings from this survey include:

- Insurers performed best in **underwriting** and **claims**, while the poorest performance was in the area of **policy administration**, which is particularly surprising in the UK where this category is subject to intense regulatory interest.
- **Specialist carriers** are perceived as offering a superior level of all-round service to Willis and its clients as opposed to carriers with more general product lines.
- There is evidence of a **huge variation** in the service experienced **by region**. Employees in North America indicate more favourable views of their markets than other Willis retail offices worldwide.

“For too long now, clients have been basing their insurance decisions on ‘price and prejudice’ – who’s going to give me the best deal and who do I like doing business

with?," said Plumeri. "The Willis Quality Index will help our clients take the guesswork out of selecting carriers. We will customize the Index based on our clients' individual priorities and will identify those carriers that best meet their needs on a risk by risk basis."

Plumeri continued, "In a competitive market it is ever more important for assureds and reassureds to select partners based on superior performance and financial strength. The Willis Quality Index will help us to do this."

Willis Group Holdings Limited is a leading global insurance broker, developing and delivering professional insurance, reinsurance, risk management, financial and human resource consulting and actuarial services to corporations, public entities and institutions around the world. Including our Associates, we have over 300 offices in some 100 countries, with a global team of approximately 16,000 employees serving clients in some 190 countries. Additional information on Willis may be found on its web site [www.willis.com](http://www.willis.com).

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**Notes to Editor:**

The Willis Quality Index report summary and an information brochure on the Willis Quality Index can both be found at: <http://www.willis.com/Extras/Publications.aspx>