

"THE WILLIS QUALITY INDEX® IS THE ULTIMATE BUYER'S GUIDE... IT CUTS THROUGH ALL THE PRE-CONCEIVED NOTIONS OF BUYING THE CHEAPEST INSURANCE DEAL AND HELPS CLIENTS SELECT THE BEST PARTNERS BASED ON SUPERIOR PERFORMANCE..."



Joe Plumeri
Chairman and CEO, Willis

"...BY WORKING IN PARTNERSHIP WITH CARRIERS, SHARING INFORMATION FROM THE WILLIS QUALITY INDEX® RELEVANT TO THEM, WE CAN TOGETHER HELP RAISE INDUSTRY STANDARDS."

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WILLIS QUALITY INDEX

**Changing The Way
Our Clients Choose
Their Carriers**

Willis

WILLIS QUALITY INDEX®

Willis is committed to excellence – especially when it comes to placing our client’s business needs with carriers who can best meet their needs.

The Willis Quality Index has been developed as an industry leading benchmarking tool, to capture, analyze and share vital carrier information about carrier’s service and performance:

- It enhances our clients’ ability to make better informed carrier choices.
- It is key to promoting superior relationships with our major trading partners globally.
- By sharing information with carriers we are committed to raising standards and service levels for our clients.

The Willis Quality Index is based on qualitative opinions from over 6,000 Willis employees across the globe.

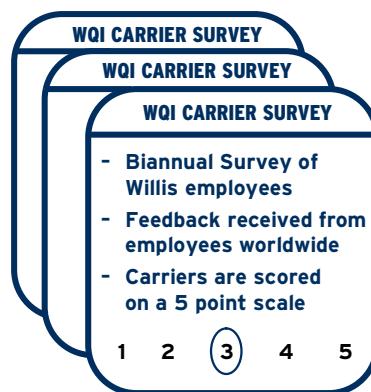
WQI CARRIER SURVEY

Through the WQI Carrier Survey, carriers are evaluated by employees on a five point scale to record their views on four key areas of service:

UNDERWRITING	COMMERCIALITY, COVERAGE, RESPONSIVENESS, CONTINUITY, CONTRACT CERTAINTY
POLICY ADMINISTRATION	TIMELINESS, ACCURACY, POLICY WORDINGS, CREDIT TERMS
CLAIMS	ATTITUDE, SETTLEMENT, TECHNICAL SUPPORT, TIMELY APPROVAL, TIMELY PAYMENT, RELATIONSHIP FOCUS
SERVICE	GENERAL SERVICE, LOSS CONTROL, RISK ASSESSMENT, POST PLACEMENT SERVICE, ELECTRONIC TRADING

The whole process is independently reviewed by an external audit firm, to ensure consistency.

HOW DOES THE WQI WORK?



CARRIER	UNDERWRITING	POLICY ADMINISTRATION	CLAIMS	SERVICE	RATINGS	
					AM BEST	S&P
ABC Europe SA	***	*****	***	**	A++ Stable Mar 26, 2009	A- Stable Mar 26, 2009
DEF Insurance PLC	*	**	*	**	A-q Stable Jan 28, 2009	A- Stable Jan 28, 2009
Syndicate 123	***	**	*****	***	A Stable Aug 04, 2008	A+ Stable Aug 04, 2008

The WQI is used in addition with Financial Strength Ratings from the 4 major rating agencies, to give a full view of carrier’s qualitative service attributes.

CLIENT BENEFITS OF THE WQI

- More information, so better informed carrier choices about a range of performance attributes.
- Customized reports showing performance of carriers relevant to clients own placement/s.
- Honest appraisal from more than just one contact.
- WQI is unique to Willis; information covers widest range of service performance measures in an easy to understand structure.
- Clients benefit from Willis’ commitment to improving industry service standards.
- Promotes transparency in client decision making.

HERE’S HOW WE’RE CHANGING THE WAY OUR CLIENTS CHOOSE THEIR CARRIERS

"Prospect very impressed – nothing similar available from other brokers"

"My client loved the approach and the outputs that they asked us if it would be possible to do a special version"

"Very happy with the tool as it allows to give all the necessary information in a few mouse clicks, providing full comparative reports for carriers. It is easy, fast and complete"

"Helped, in current climate, to demonstrate service received from insurers"

"We would get to know their business better than anyone else which would mean that we would drive better solutions and develop the right partnerships for them. This was underpinned, in part, by WQI"

"I use this tool constantly as a differentiator for my clients. They love it!"