

Customer satisfaction

MAPFRE is committed to its clients and therefore every year sets objectives and monitors the evolution of their level of satisfaction with the aim of identifying the aspects that influence the customer's experience in order to improve them.

NPS → 86,3
Coverage¹ → 81,9%

2019

2020

NPS → 82,3
Coverage¹ → 80,5%

NPS → 88,74
Coverage¹ → 74,9%

2021

2022

NPS → 87,42²
Coverage¹ → 80,72%

¹ percent of total Non-Life Group premiums

² Target 2022 NPS equal to or greater than 70

