

A Study on Customer Satisfaction of Life Insurance Company

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Abstract: *This research paper aims to explore the factors that contribute to customer satisfaction in the life insurance industry. The study uses a mixed-methods approach, combining a survey questionnaire with interviews, to gather data from customers of a major life insurance company in the United States. The findings of the study suggest that customer satisfaction is influenced by a range of factors, including the quality of customer service, the level of transparency and trustworthiness of the company, the variety and suitability of insurance products offered, and the efficiency and ease of the claims process. The paper concludes with recommendations for life insurance companies seeking to improve their customer satisfaction levels.*

Keywords: Life Insurance Policies, Investment, Marketing strategies, customer satisfaction

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