

An enhanced way to measure member loyalty

Great news! We are enhancing the way we measure member loyalty in order to gain more insight about our products, services and culture to better serve your plan members. A new program, Member Loyalty Survey (MLS), combines what is great about our previous Member Loyalty Index (MLI) with a best-in-class approach to loyalty measurement.

We will be working with Market Probe, a third-party global market research firm that specializes in customer satisfaction, loyalty and advocacy research. Market Probe was chosen after a thorough vendor evaluation process for their extensive experience in this area.

Changes in methodology

The new MLS is an annual survey with a random sample of 3,000 plan members selected from our system. Market Probe will send selected plan members an email inviting them to participate in an online survey or contact them by telephone to participate in a telephone survey. A link to a secure website to complete the survey anonymously will be included with the email.

Plan members will begin receiving emails or phone calls from Market Probe on April 25, 2011. Any plan sponsors who have indicated that they do not want their plan members' contacted will be excluded. mysunlife.ca will include a brief message about this survey.

Questions?

If you have any questions about the new Member Loyalty Survey, please contact your Sun Life Financial Group Benefits representative.