



## Maryland Insurance Administration Customer Service Overview

The Maryland Insurance Administration's goal is to provide efficient and effective service to both the consumers of insurance products and the insurance industry.

The Maryland Insurance Administration strives to increase public understanding of the vital role that insurance plays in the daily lives of Maryland residents and businesses. We are committed to fairness of licensing and the expeditious review of proposed new products and other filings made by the insurance industry.

The Maryland Insurance Administration's Customer Service Promise describes our approach. Customer Service activities include:

1. Improve the tracking, responsiveness, and time-to-resolution of all electronic, telephone, written, and in-person correspondence. For example, we will acknowledge all email inquiries within 24 hours of receipt.
2. Ensure state employees and managers continue to improve customer service skills through formal training classes and informal coaching on best practices in customer service.
3. Improve the processing times of agency services to help citizens and businesses accomplish their transactions with the state.
4. Increase the number of services the state provides online so that citizens and businesses can utilize self-service, as appropriate.
5. Update online publications, forms, FAQs, and pertinent information on our website so that citizens and businesses can find relevant information quickly and accurately.

**CHANGING Maryland for the Better**

**CUSTOMER SERVICE PROMISE**  
Larry Hogan, Governor • Boyd Rutherford, Lt. Governor

**The State of Maryland pledges to provide constituents, businesses, customers, and stakeholders with services in the following manner:**

- **Friendly and Courteous:** We will be helpful and supportive and have a positive attitude and passion for what we do.
- **Timely and Responsive:** We will be proactive, take initiative, and anticipate your needs.
- **Accurate and Consistent:** We will always aim for 100% accuracy, and be consistent in how we interpret and implement state policies and procedures.
- **Accessible and Convenient:** We will continue to simplify and improve access to information and resources.
- **Truthful and Transparent:** We will advance a culture of honesty, clarity and trust.

6. Use social media to help get the word out about services, events, and news to provide citizens and businesses with information important to them.
7. We routinely use Customer Experience Surveys for citizens and businesses to provide feedback. Results are used to make improvements to services.

In addition to these core customer service-related activities, we will also analyze our business hours in order to better align them to customer needs, ensure literature is up-to-date, and conduct staff meetings to discuss progress on achieving customer service goals. We will also continue to recognize top performers in our agency for professionalism and courtesy, responsiveness in resolving a customer's needs, and for innovations that improve customer service.

We will monitor the execution of the aforementioned activities, measure performance, and analyze the results in order to continuously improve customer service.

We are committed to providing Maryland citizens, businesses, stakeholders, and other customers with the best customer service. For more information, visit us online at <http://insurance.maryland.gov/Consumer/Pages/Customer-Service-Promise.aspx>.

[Click here](#) for our three question customer experience survey.