



A Study on Customer Satisfaction towards Health Insurance Policies in Hyderabad

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Abstract:

Customer satisfaction is an important factor that contributes to the success of the insurance industry. This research aims to study the customer satisfaction of health insurance policy customers in Hyderabad. The main aim of the research is to identify the opinions and expectations of customers regarding health insurance services provided by various insurance companies. The research will cover various aspects of insurance policy, including the benefits of the policy, the premium charged by the insurance company, the claim settlement procedure, the customer handling of the insurance company, and the reliability of the insurance company. A survey will be conducted among the customers of insurance policy to identify the level of satisfaction. The research will be conducted to identify the strength and weakness of the health insurance policy and will be useful for improving the customer satisfaction of the insurance company. The research will also be useful for the insurance company to better understand the needs of the customers and improve the quality of health insurance policy.

Keywords: *Customer Satisfaction, Health Insurance Policies, Policyholders, Claim Settlement, Premium Rates, Customer Service, Insurance Services, Hyderabad.*

Introduction:

Health insurance has become an essential part of financial planning due to the increasing cost of medical treatments and healthcare services. It provides financial protection to individuals and families by covering medical expenses such as hospitalization, medicines, and diagnostic tests. In recent years, awareness about health insurance has increased significantly as people recognize the importance of safeguarding their health and finances. In growing urban cities like Hyderabad, many individuals prefer health insurance policies to reduce the burden of unexpected medical costs.

This study focuses on analyzing the level of customer satisfaction towards health insurance policies in Hyderabad. It aims to understand

customers' perceptions, identify the factors that influence their satisfaction, and evaluate the overall effectiveness of health insurance services. In recent years, the demand for health insurance has grown rapidly due to rising healthcare costs, changing lifestyles, and increasing health risks. Health insurance policies help individuals manage unexpected medical expenses and ensure access to quality healthcare services. With the growth of private and public insurance companies, customers now have a wide range of policy options to choose from. However, customer satisfaction depends on how well these policies meet the needs and expectations of policyholders.

Customer satisfaction in health insurance is influenced by several factors including the clarity of policy terms, the behaviour of insurance agents, the ease of claim procedures, and the availability of customer support. When customers receive timely services and proper assistance during medical emergencies, their trust in the insurance company increases.

Therefore, studying customer satisfaction towards health insurance policies is important to understand the expectations and experiences of policyholders. This study aims to evaluate the satisfaction level of customers in Hyderabad and provide suggestions to improve the quality and effectiveness of health insurance services.

Problem Statement:

Many customers face problems such as lack of awareness, high premiums, complicated claim procedures, and delays in claim settlement in health insurance policies. This study aims to examine the level of customer satisfaction and identify the issues faced by policyholders in Hyderabad.

Literature Review:

A literature review helps to understand previous studies related to customer satisfaction in health insurance. Many researchers have examined the factors that influence customers' perceptions and satisfaction levels towards insurance services. Previous studies conducted in urban areas like Hyderabad highlight that awareness about health insurance has increased in recent years. However, customers still face challenges such as lack of clear information, complicated documentation, and delays in claim approval.

Overall, the literature suggests that improving service quality, simplifying claim procedures, and providing better communication with customers can increase satisfaction levels

and strengthen the relationship between insurance companies and policyholders.

Objectives of The Study:

1. To study the level of customer satisfaction towards health insurance policies in Hyderabad.
2. To identify the factors that influence customers while choosing health insurance policies.
3. To examine customers' opinions about premium rates, policy coverage, and claim settlement process.

Research Questions:

1. What problems do customers face during the claim settlement process?
2. What factors influence customers while choosing health insurance policies?
3. How satisfied are customers with the premium rates and policy coverage?
4. What problems do customers face during the claim settlement process?

Research Methodology:

1. Research Design:

The study uses a **descriptive research design** to analyze customer satisfaction towards health insurance policies in Hyderabad.

2. Sample Size:

The sample size of the study consists of **100 health insurance policyholders** selected from Hyderabad to collect information about their satisfaction with health insurance policies.

3. Sample Area:

The sample area for this study is Hyderabad, where respondents who hold health insurance policies were selected to collect the required data.

4. Data Collection:

Primary Data:

- Primary data was collected directly from health insurance policyholders through **structured questionnaires and surveys** in Hyderabad.

Secondary Data:

- Secondary data was collected from **books, journals, research articles, insurance company reports, and online sources** related to health insurance in Hyderabad.

5. Sampling Technique:

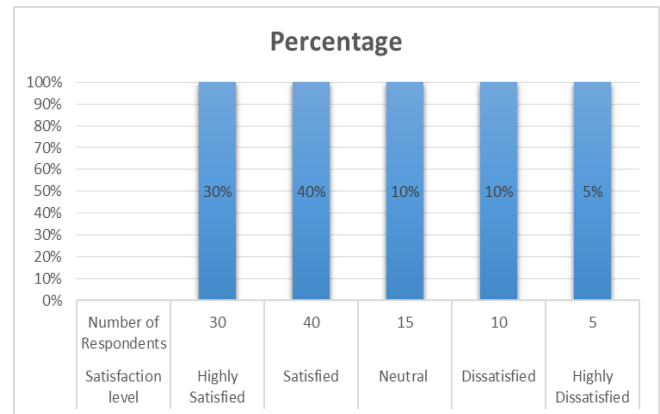
The study uses a **convenience sampling technique** to select health insurance policyholders from Hyderabad for collecting the required data.

Data Analysis:

Table 1: Customer Satisfaction towards Health Insurance Policies

Satisfaction level	Number of Respondents	percentage
Highly Satisfied	30	30%
Satisfied	40	40%
Neutral	15	10%
Dissatisfied	10	10%
Highly Dissatisfied	5	5%
Total	100	100%

Graph 1: Bar Chart



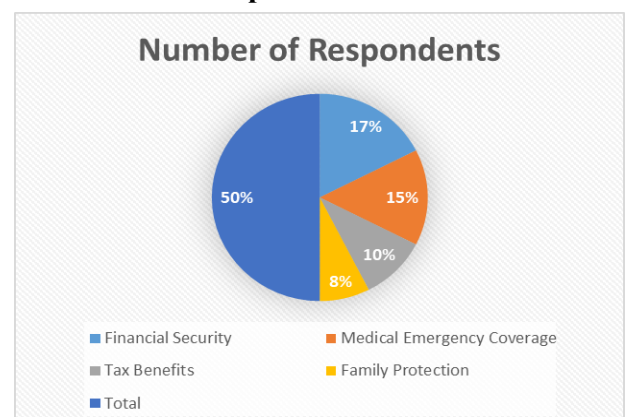
Interpretation:

Most customers in Hyderabad are **satisfied (70%)** with their health insurance policies, while a small portion (**15%**) are dissatisfied, indicating overall positive satisfaction with some areas needing improvement.

Table 2: Reason for Choosing Health Insurance Policy

Reason	Number of Respondents	Percentage
Financial Security	35	35%
Medical Emergency Coverage	30	30%
Tax Benefits	20	20%
Family Protection	15	15%
Total	100	100%

Graph 2: Pie Chart



Interpretation:

The table shows that most respondents in Hyderabad choose health insurance mainly for **financial security (35%)**, followed by **medical emergency coverage (30%)**. A smaller percentage choose it for **tax benefits (20%)** and **family protection (15%)**. This indicates that protection from unexpected medical expenses is the main reason customers purchase health insurance policies.

Findings:

1. Most customers in Hyderabad are **satisfied with their health insurance policies**.
2. Financial security and medical emergency coverage are the **main reasons for purchasing health insurance**.
3. Customers consider **premium cost, policy coverage, and claim settlement process** as important factors while choosing a policy.

Suggestions:

1. The **claim settlement process should be faster and simpler** to improve customer satisfaction.
2. Companies should offer **affordable premium plans** to attract more customers.
3. Insurance providers should improve **customer service and support** for policyholders.

Conclusion:

The study concludes that health insurance plays an important role in providing financial protection during medical emergencies. Most customers show a satisfactory level of satisfaction with health insurance policies due to

benefits such as medical coverage, financial security, and tax advantages. However, some policyholders still face issues such as delays in claim settlement and lack of clear information about policy terms.

Overall, improving customer service, simplifying claim procedures, and increasing awareness about health insurance can enhance customer satisfaction. The study also highlights that insurance companies need to focus on customer needs and provide better services to maintain trust among policyholders in Hyderabad.

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