



Richard Watts

Recently retired, Richard was the Group President of Sales and Service at Progressive Corporation, a large Property and Casualty Insurer with \$US 14 billion in sales.

As Group President of Sales and Service, he was responsible for 60+ million customer interactions, six call centers with ~9,000+ FTEs and the overall customer experience, reporting to the CEO. Those interactions included Sales, Servicing, Policy Processing, and First Notice of Loss.

He was also the *Net Promoter Score*® Executive Sponsor at Progressive, responsible for shepherding the systems and processes across all company functional and business areas. Richard worked to ensure a reliable, actionable and consistent dataset that was the foundation for one true currency across those areas and only one measure of experience success from the customer's perspective. This has been very successful and is now engrained in the company so much so that Richard presented a case study of his work at the NPS Conference in New York in 2010.

Prior to that role, he was the Direct Business Leader responsible for the product design, pricing, creative, promotion, and building of strategic alliances with banks and other insurers. During his 33 year career he also held a number of GM roles in Marketing, Product Management and in Claims. He helped expand Progressive's franchise to other countries.

He was born in Canada, grew up in England, and was educated in the US. He has lived in Florida, USA for a number of years. Richard is a graduate of Boston University where he obtained a Master's of Science degree. He also is a Chartered Property Casualty Underwriter (CPCU).

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