

Survey Script for BEX Brokers

Background & Usage

- How often do you use Benefit Express? (Daily / Weekly / Monthly / Rarely)
- For what purposes do you primarily use the application? (Select all that apply: input customer data, generate quotes, review products, communicate with underwriters, etc.)
- What device(s) do you typically use to access the application? (Desktop, Laptop, Tablet, Mobile)



Usability & Efficiency

- How easy or difficult is it to enter customer information into the system? (1 = Very difficult, 5 = Very easy)
- Approximately how long does it usually take you to input all required customer data? (Open text / Multiple choice ranges)
- What part of the data entry process do you find most frustrating? (Open text)
- How intuitive do you find the navigation of the application? (1–5 scale)
- Do you ever encounter errors, system slowdowns, or crashes while using the tool? (Yes/No + If yes, describe)



Features & Functionality

- How satisfied are you with the accuracy and clarity of the rate quotes generated? (1–5 scale)
- Are the available product options presented in a way that is easy to compare? (Yes/No + If no, explain)
- How helpful is the ability to communicate with underwriters or Aetna representatives through the application? (1–5 scale)
- Are there features you wish existed but are currently missing? (Open text)

Accessibility & Platform

- How important would it be for you to access Benefit Express on a mobile device (phone or tablet)? (Not important / Somewhat important / Very important)
- If mobile access were available, how would you use it? (Quick quoting, reviewing products, client meetings, other)

Overall Satisfaction & Improvements

- Overall, how satisfied are you with Benefit Express? (1 = Very dissatisfied, 5 = Very satisfied)
- What do you like most about the application? (Open text)
- What do you like least about the application? (Open text)
- If you could change one thing to improve your experience, what would it be? (Open text)
- Would you recommend Benefit Express to another broker? (Yes/No + Why)