

# Blue Cross Blue Shield of Arizona 2015 Customer Satisfaction Study Results

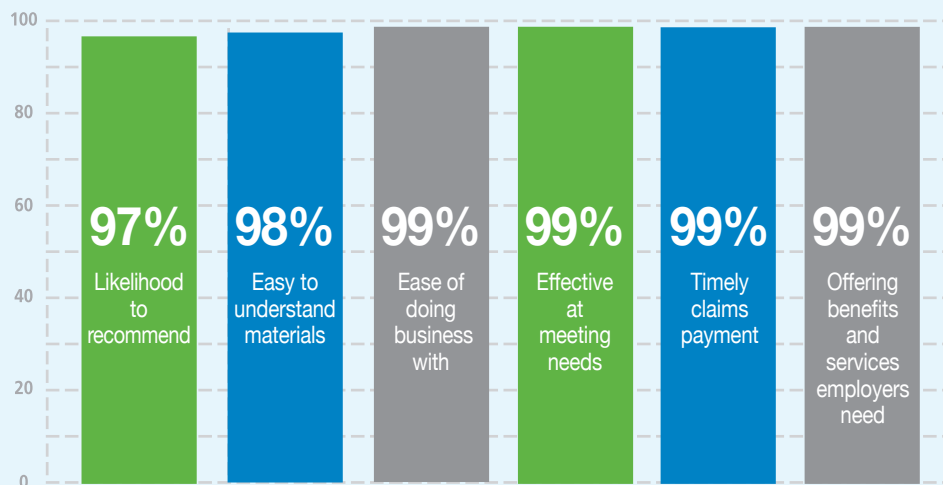
## Customers

In a recent satisfaction study of customers, **90 percent** of those surveyed reported they were satisfied with the service provided by Blue Cross Blue Shield of Arizona (BCBSAZ). Additional areas of satisfaction include:



## Group Benefits Administrators

In a recent survey of group benefits administrators (GBAs), **92 percent** of those surveyed reported satisfaction with the service provided by Blue Cross Blue Shield of Arizona. Additional areas of satisfaction include:



Studies of Blue Cross Blue Shield of Arizona Customers and Group Benefits Administrators were conducted during the second and third quarter of 2015 by Thoroughbred Research, an independent research company.



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