

## **Another Prestige Award For Apia – Customers Love Us!**

*Apia takes out most recommended insurer award for second year running, well above competitors and the industry average rating.*

December 6, 2010 (FPRC) -- For the second year running leading national over 50s insurance company Apia has been named the most recommended home and motor insurance company in Australia.

In an independent survey of customer experience across the Australian insurance sector, Apia led the way in both home and motor insurance with a Net Promoter Score of +8 for motor insurance and +5 for home insurance.

Apia was the only insurance brand to achieve a positive Net Promoter Score, ranking well above its competitors and the industry average of -18 for motor and -22 for home.

The Net Promoter Score is an internationally recognised measure of customer outcomes which calculates how likely a customer would be to recommend a company to other people.

Apia Distribution Executive Manager Craig Dingle said that the result, released last week as part of Engaged Marketing's 2010 benchmarking survey, recognised the tremendous effort that Apia's people put into customer experience and service delivery.

'We are pleased that our customers think enough of us to again award us the highest Net Promoter score among Australian insurers. This confirms that our focus on offering a unique approach to insurance solutions for over 50s is the right one,' Mr Dingle said.

'At Apia we are closely aligned with what our customers need and we tailor services and products to suit this stage of their lives. Service features like being able to talk to a real person 24 hours a day every day of the year and not charging extra to pay your premium by the month are very well received by our customers,' he said.

Mr Dingle said credit for the award should also go to Apia's committed staff, who were dedicated to providing excellent service to Apia's customers.

'We have a great team of people at Apia, and this score demonstrates that the way our frontline staff connect with our customers and make them feel is an important part of how our business operates,' Mr Dingle said.

'At Apia, we make it easy to deal with us. Our contact centre staff are available 24 hours a day seven days a week and are encouraged to spend as long as they need to with each customer to achieve the best possible outcome.

'The moment of truth for our customers also comes at claim time when we need to stand up and deliver on our promises.

'Our top score in this year's survey shows we are really delivering on our commitment to provide an

exceptional customer service,' Mr Dingle concluded.

Engaged Marketing's 2010 Customer Loyalty Benchmarking Study measures customer experience outcomes for the Australian banking, property insurance, motor vehicle and motor insurance industries. The Net Promoter Score is an internationally recognised customer loyalty metric, based on a customer's likelihood to recommend the company's product or service to other people. For further information visit <http://engagedmarketing.com.au>

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--APIA Company Information--

Apia is one of Australia's leading insurance and financial services organisations, forming part of Suncorp. Established more than 20 years ago, Apia is renowned for its personal customer service. In fact, that's part of the reason why Apia is the most recommended insurance company in Australia\*. The goal at Apia is to continue to provide high quality insurance products with real personal service to the over 50's market in Australia. Apia has more than 700,000 customers across Australia serviced by 30 branches and approximately 450 staff.

--About APIA--

Apia insurance specialises in landlord insurance, car insurance, caravan insurance, motorhome insurance, boat insurance and travel insurance for people over 50 who are working less and living more.

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### **Keywords**

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