

AA Insurance remains an industry leader delivering digital experience

Auckland, 29 November 2017– AA Insurance is one of the top performing brands in digital experience for the second year running, according to SAP’s New Zealand Digital Experience Report.

The report captured results from more than 2,000 consumers who rated nearly 6,000 digital interactions, and included a broader look at the impact of omni-channel interactions. The findings showed that more consumers are engaging with brands through multiple channels, rather than one, and the more channels the better the digital experiences scores. While overall performance remained stagnant since last year, three industries bucked the trend by posting positive results overall – banking, insurance and air travel.

AA Insurance was recognised from among New Zealand’s largest and best-known brands across eight industries, including banking, media, retail and telecommunications. It scored second overall for delivering a digital experience its customers wanted, and was also ranked number one over other insurers.

“We’re delighted to once again be rated among New Zealand’s leading brands offering a great digital experience,” says Justine Burn, Head of Distribution and Business Systems, AA Insurance. “It gives us independent validation for creating and maintaining a culture of digital connectedness that focuses on our customers.

“At AA Insurance, each area of the business considers how digital initiatives can add value to our customers’ experience – we’re always looking for ways to exceed our customers’ expectations.”

AA Insurance customers are not only able to quote and purchase home, contents and car insurance online, they can also manage their own policies, gain instant personal help via Live Chat, and engage in social media platforms such as Facebook, Instagram and LinkedIn.

“Digital is such an important area of our business, as it helps us connect and communicate with our customers in the way they prefer. We want to interact with each of our customers on a personal level, because no one wants to feel like a number.”

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About AA Insurance

AA Insurance is an independently operated, New Zealand-based joint venture between the New Zealand Automobile Association (NZAA) and Suncorp Group. We have demonstrated trusted expertise in home, contents and car insurance in New Zealand since 1994. We underwrite our own policies and sell direct to New Zealanders. Our more than 700 staff look after over 375,000 customers with over 710,000 policies.

We proudly partner with Eden Park, support youth charity Blue Light, and have been consistently recognised by: Reader's Digest Most Trusted Brands (since 2011), NZ Insurance Industry Awards (since 2012), IBM Kenexa Best Workplaces Survey (since 2008), Canstar Blue Most Satisfied Customers (2011-2016), and the Colmar Brunton Corporate Reputation Index (since 2015) that recognises New Zealand's most successful companies.

AA Insurance has an A+ (Strong) Insurer Financial Strength Rating given by Standard and Poor's (Australia) Pty Ltd. For further information visit www.aainsurance.co.nz.

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