

## **AA Insurance leads customer experience survey among NZ's strongest brands**

**Auckland, 11 November 2020** – AA Insurance has been recognised as New Zealand's top brand for customer experience, according to the annual Kantar Customer Leadership Index. The insurer ranked number one over more than 50 of the country's strongest brands.

To create the index Kantar, a data, insights and consulting company, surveyed over 2,000 New Zealanders about their opinions of 54 top brands in financial services, online shopping, retail and grocery, media and entertainment, travel, telecommunications, and energy. The index covers all aspects of the branded customer experience including service delivery, customer centricity, brand clarity and offer excellence.

“We're honoured to be ranked alongside other known and trusted household names like Kiwibank, ASB and Mighty Ape,” says Chris Curtin, Chief Executive, AA Insurance. “It tells us we're getting it right and living our purpose to help, care and get things sorted for our customers – so no matter when or through which channel our customers contact us, they'll get the same level of service no matter what – from a simple change of address to calling us after an accident, and when they need us most.

To be placed at the top of the index, a brand must perform exceptionally well in all aspects of customer experience, says Kantar NZ Managing Director David Thomas. Although uncommon for a brand to do well at everything, three brands managed it this year, including AA Insurance, and is a testament to how well the insurer manages the entire customer experience and empowers staff to meet customer expectations.

Chris Curtin says: “We're utterly delighted with this recognition, and incredibly proud to do well across all aspects of customer experience. It's a real testament to our holistic view of customer experience as well as our staff, who continue to put our customers first.

“Empowering our people to do the right thing by our customers, and across every channel in which they chose to contact us, is one of the most important ways we're able to keep our brand promise,” he says. “Because if you can't deliver what you say you will or don't live up to your promise, then your marketing becomes an expensive work of fiction.”

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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 Vero Insurance New Zealand Limited (VINZL). Since 1994 we have demonstrated trusted expertise in home, contents and car insurance in New Zealand, and in 2018 introduced commercial small business insurance. We underwrite our own policies and sell direct to New Zealanders. Our nearly 800 staff look after over 440,000 customers with more than 880,000 policies.

We proudly partner with Eden Park, support youth charity Blue Light, and have been consistently recognised by: Reader's Digest Most Trusted Brands (10 consecutive years since 2011) and Quality Service Award for Car Insurance (since 2015), Canstar Blue Most Satisfied Customers (2013-2018), and the Colmar Brunton Corporate Reputation Index (since 2015) that recognises New Zealand's most successful companies. Last year, AA Insurance was also named Consumer's 2019 People's Choice award winner for car, home and contents.

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

### **For more information please contact:**

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