

Two golds for AA Insurance in 2021 Reader's Digest Quality Service Awards

Auckland, 4 December 2020 – AA Insurance has won double gold for its outstanding customer service in the 2021 Reader's Digest Quality Service Awards (QSA).

With scores of 74 out of 100 for its car insurance, and 71 for its home and contents insurance, the general insurer topped the rankings in the insurance category for both products.

“This is the seventh consecutive year we have won gold for car insurance and have won gold and silver in equal measure since 2015 for home and contents insurance,” says AA Insurance Chief Executive, Chris Curtin. “I’m hugely proud of our team for the commitment they show every single day for delivering an exceptional customer experience.”

The awards put a spotlight on companies that go beyond customer expectation. A representative sample of 1,500 Kiwis of a mixed demographic, were asked to rate their experience of companies in different industry categories based on five key pillars of service: personalisation, simplicity, consistency, understanding and satisfaction.

“AA Insurance exists to care for and help our customers and it’s truly rewarding and humbling to be recognised in this way,” says Chris.

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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.

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