

AA Insurance among top brands delivering digital experience

Auckland, 11 July, 2016 – AA Insurance is one of the top performing brands in digital experience, according to SAP's inaugural New Zealand Digital Experience Report.

The Report captured results from 2,500 consumers who rated 6,500 digital interactions against 14 digital-experience attributes, with consumers rating security, availability, and simplicity the most important. AA Insurance scored highest in these three attributes.

The company was recognised from among 38 of New Zealand's largest and best-known brands across eight industries, including banking, media, retail and telecommunications. It scored third overall for delivering a digital experience its customers wanted, and was also ranked number one over other insurers.

"We're delighted to be rated among New Zealand's leading brands at the forefront of digital experience," says Justine Burn, Head of Distribution and Business Systems, AA Insurance. "The research validates our focus on creating a culture of digital connectedness, to ensure an experience that's focused on our customers.

"Digital isn't just a technology or marketing responsibility; it's the CEO and Executive team's role to ensure a focus on a digital culture through the entire company, which means that each area of the business is looking at how digital initiatives can add value to our customers' experience. This is one way in which we're able to continuously exceed our customers' expectations."

AA Insurance's digital focus not only allows customers to quote and purchase home, contents and car insurance online, but there has also been: the introduction of Live Chat for instant, personal connection for customer queries; media leadership and education regarding digital asset safety and security; and, online magazine Living Room to inspire and educate audiences.

"Digital has become an important area of our business, and reflects our wider commitment to connecting and communicating with our customers as people. No one wants to feel like a number, and that's why personalisation is such a key focus for us in every interaction we have."

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About AA Insurance

AA Insurance has demonstrated trusted expertise in home, contents, and car insurance in New Zealand since launching in 1994. We're a joint venture between New Zealand Automobile Association and Suncorp Group, and we employ over 650 staff to look after more than 345,000 customers and 650,000 policies.

We proudly support youth charity Blue Light, and the NRL Telstra Premiership and Holden Cup referees in New Zealand, and have been consistently recognised by: Reader's Digest Most Trusted Brands (since 2011), NZ Direct Insurer Award (since 2012), IBM Kenexa Best Workplaces Survey (since 2008), Canstar Blue Most Satisfied Customers (since 2011), 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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