

Zurich winner of overall Direct Life Insurance Excellence Awards 2015

Release Date: 27th October 2015

Zurich Financial Services has won the overall Plan For Life - Direct Life Insurance Excellence Award for 2015. Award winners were announced at a lunch event attended by over 120 people at Museum of Contemporary Art in Sydney on Tuesday, October 27th 2015. The annual Awards recognise Life Insurance Company excellence in the provision of Direct Life Insurance products and services.

In the Product Award categories, **Zurich Financial Services** (Ezicover Life) received the Term Life Award, **NobleOak Life** (Premium Life Direct TPD Option Rider) received the TPD Award, **CommInsure** (Simply Life - Critical Illness Insurance) received the Trauma Standalone Award, **AIA Australia** (RAC Life Protect - Trauma Rider) received the Trauma Rider Award, **OnePath** (ANZ Accident Cover Plus) received the Accident Cover Award and the Income Protection Award went to **TAL Life** (Virgin Money Income Protection - Tailored).

Suncorp (GIO Funeral Insurance) received the Funeral Cover Level Premiums Award and **Suncorp** (APIA Funeral Insurance) received the Funeral Cover Stepped Premiums Award.

CommInsure (Credit Card Plus) received the Consumer Credit Award.

Zurich Financial Services received the Customer Service Award for Life Companies and **MetLife Insurance** (Coles Life Insurance Plus) received the Marketer Customer Service Award.

The Innovation Award was given to **TAL Life** for continual InsuranceLine innovation during the last 3 years

Simon Solomon, Actuary said, "The Direct Life Insurance Market continues to grow, not only in terms of sales, but also in the range of products available and the increased levels of service provided to purchasers. During the last 5 years it has matured to the point where it now has the ability to meet much of the needs of consumers who prefer to select risk insurance, themselves. Plan for Life is continuing to develop its benchmarking research in this market sector, thereby clarifying the key elements of both the risk providers and their products."

The event also included a panel discussion on the theme of "Brand, Trust and the Customer Experience" with senior representatives from ASIC, Arnold&Bolingbroke, Tobias & Tobias and Google. The major sponsor was Ensure Recruitment, the leading life insurance recruitment specialist.

For additional information please contact:

Stephen Ryan-Gledhill, Senior Marketing & Research Analyst, Plan For Life, a Strategic Insight Company
stephenrg@planforlife.com.au (+61-3-9886-4400).

Summary of Awards – Winners and Finalists

Award	Company	Product Name
Overall Excellence Award		
Winner	Zurich Financial Services Australia	
Finalist	NobleOak Life	
Finalist	TAL Life	
Term Life		
Winner	Zurich Financial Services Australia	Ezicover Life
Finalist	NobleOak Life	My Protection Plan
Finalist	Suncorp Life	AAMI Life insurance
TPD		
Winner	NobleOak Life	Premium Life Direct TPD Option Rider
Finalist	Allianz Australia Life Insurance	Easy Life Insurance TPD Option Rider
Finalist	CommInsure	Simple Life TPD Cover
Trauma - Stand Alone		
Winner	CommInsure	Simply Life - Critical Illness Insurance
Finalist	OnePath Life	ANZ Critical Illness Cover
Finalist	TAL Life	InsuranceLine Major Illness Insurance
Trauma - Rider		
Winner	AIA Australia	RAC Life Protect - Trauma Rider
Finalist	Allianz Australia Life Insurance	Allianz Life Plan - Critical Illness Rider
Finalist	NobleOak Life	Premium Life Protect - Trauma Option Rider with Life
Accident Cover		
Winner	OnePath Life	ANZ Accident Cover Plus
Finalist	AIA Australia	Bendigo Accident Cover
Finalist	Suncorp Life	GIO Accidental Death Plan
Income Protection		
Winner	TAL Life	Virgin Money Income Protection - Tailored
Finalist	NobleOak Life	My Protection Plan (IP Cover)
Finalist	Suncorp Life	AAMI Income Protection
Funeral Cover Level Premiums		
Winner	Suncorp Life	GIO Funeral Insurance
Finalist	OnePath Life	ANZ 50+ Life Cover
Finalist	TAL Life	NRMA Funeral Insurance
Finalist	Zurich Financial Services Australia	Ezicover Funeral Advantage

Continued ...

Media Release

Plan For Life - Direct Life Insurance Excellence Awards 2015



Release Date: 27 October 2015

Award	Company	Product Name
Funeral Cover Stepped Premiums		
Winner	Suncorp Life	APIA Funeral Insurance
Finalist	AIA Australia	Funeral Protection
Finalist	TAL Life	NIB Funeral Plan
Consumer Credit		
Winner	CommInsure	Credit Card Plus
Customer Service		
Winner	Zurich Financial Services Australia	
Finalist	ANZ	
Finalist	NobleOak Life	
Customer Service - Marketer		
Winner	MetLife Insurance Ltd	Coles Life Insurance Plus
Innovation		
Winner	TAL Life	Insurance Line
Finalist	AIA Australia	AIA Vitality introduction to Direct
Finalist	Zurich Financial Services Australia	Ezicover Funeral Advantage

Background

Plan For Life believe there is a need to identify market leaders and product excellence in Direct Life Insurance to give consumers confidence in this competitive market. Recognition by Plan For Life through an independent and objective research process also gives industry participants an insight into best practice and a benchmark to compare performance. The Direct Life Insurance Awards are based on independent holistic research conducted by Plan For Life based on key factors including: Company Financial Position, Company Market Performance (sales and market share), Product Features, Premium Rates, Customer Service and specific data request. Plan For Life, Actuaries and Researchers is the leading independent supplier of Australian managed funds and life insurance market information with over 25 years in operation.