

AA Insurance mains its top reputation says Colmar Brunton survey

Auckland, 12 April 2019 – AA Insurance maintains its top reputation for the fifth consecutive year according to the latest Colmar Brunton Corporate Reputation Index, ranking fifth among 50 of New Zealand’s most successful companies.

“We’re proud of the way we look after our customers, so to receive this kind of independent validation speaks volumes about our reputation,” says Chris Curtin, CEO at AA Insurance. “We’re elated to be within the top five companies again this year, especially alongside well-recognised and trusted companies like Air New Zealand, Pak n Save, TVNZ, and Toyota.

“It takes years for a company to build a good reputation, and at AA Insurance we consistently listen and adjust the way we do things to earn our customers’ trust. The closer we are to our customers, the closer we are to the truth,” he says.

The index, which started in 2015, calculates overall reputation using four measures: social responsibility (for employees as well as the environment), fairness (charge fair prices), success/leadership (well-known, offer good returns to investors, innovative), and trust (honest, ethical, with a positive societal influence).

Interestingly, trust remains the most important driver of reputation for New Zealanders. It is the cornerstone of AA Insurance’s reputation, says Chris, and is something the company is extremely proud of.

“With an intangible purchase like insurance, it’s important our customers feel able to trust us, and know we will behave genuinely, do the right thing, and help protect them and their belongings in their time of need.

“These days’ customers have a lot of choice when it comes to insurers, and we know reputation has a huge impact on their decision, so we’re honoured to receive this recognition, and represent our industry. A good reputation is precious and can never be taken for granted, so we will never rest on our laurels.”

Image: Head of People and Capability, Nikki Howell, and the AA Insurance team accepting the Rep Z award for reputation.

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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 more than 700 staff look after over 385,000 customers with around 745,000 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), IBM Kenexa Best Workplaces Survey (since 2008), Canstar Blue Most Satisfied Customers (2013-2018), 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 aainsurance.co.nz.

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