

AA Insurance named one of top 10 NZ companies delivering on its brand promise

Auckland, 29 November 2019 – AA Insurance has been recognised for providing a customer experience that lives up to its brand promise, according to research by Kantar New Zealand. The insurer ranked eighth equal from among 100 of New Zealand’s strongest brands.

“We pride ourselves on doing the right thing, so it’s a privilege to be recognised as a company that does what it says,” says Chris Curtin, CEO at AA Insurance.

AA Insurance was named alongside known and trusted household names Spotify, Air New Zealand and Flight Centre, and ranked eighth equal with ASB Bank. “We’re honoured to be among the top 10 New Zealand brands; it speaks volumes about our customer service, which we’re committed to continually improving,” he says.

Kantar’s findings are based on the CXi index, a globally developed and tested framework for understanding customer experience leadership. Over 2,000 New Zealanders were surveyed about their opinions on over 100 of New Zealand’s top companies in financial services, online shopping, media and entertainment, telecommunications, energy and retail. The index goes beyond traditional measures by bringing together all facets of brand and customer experience, including clear brand promise, memorability, empowered customers and employees, and exceptional delivery.

AA Insurance also ranked within the top five for two of the CXi index pillars; clear brand promise and empowered employees.

“At AA Insurance, we strive to be a company New Zealanders trust. We understand that when we sell insurance, we are selling a promise – and customers need to trust that their insurer will deliver on this promise,” says Chris. “We ensure we communicate and deliver on this promise of trust in every interaction – be it in our advertising, on our website, when we are selling a policy, or during claim time. We aim to be open and transparent and encourage customers to ask questions to ensure they understand their cover.

“However, you can’t fulfil a promise if you are not empowered to do so. So, our staff are empowered to find the right balance between what is right for the customer and what is right for the company. We take a long-term view of our customers and this accolade offers significant validation for the way we’re doing things.”



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 720 staff look after 410,000 customers with nearly 800,000 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.

For more information please contact:

Nicole Steven, Botica Butler Raudon Partners, (09) 303 3862, 021 025 31886 or nicoles@botica.co.nz

Amanda Fifield, AA Insurance, (09) 927 2085, 027 406 1787, amanda_fifield@aainsurance.co.nz