

Doing the right thing helps AA Insurance retain top reputation – Colmar Brunton survey

Auckland, 20 May 2020 – AA Insurance continues to feel the love of Kiwis for the seventh consecutive year according to the 2021 Colmar Brunton Corporate Reputation Index, once more ranking fifth among 50 of New Zealand’s most successful consumer facing companies.

“Over the past year, our team has continued to look after our customers with care, sensitivity and a passion for doing the right thing,” says Chris Curtin, CEO at AA Insurance. “In return, we’ve received wonderful customer messages of support and kindness, and from many who’ve faced considerable stress and uncertainty.

“It’s therefore incredibly humbling to maintain our ranking for reputation, especially alongside remarkable companies like Air New Zealand, Pak’nSave, TVNZ and Toyota. So, to our customers, I’d like to say, ‘thank you’.”

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).

“Our reputation as being a trusted insurer, that stays true to our promise of doing the right thing for our customers, has meant we’ve remained resilient through the COVID-19 crisis,” says Chris.

“It reflects the dedication, reliability and integrity of the 860+ people who work here, for we are nothing without them. It’s our people who make us the company we are, and even in a crisis they always put our customers first,” he says. “Ranking among the top five companies is all thanks to them and, on their behalf, I couldn’t be prouder, or more grateful, to receive this recognition.”

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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 860+ staff look after almost 470,000 customers with 930,000 policies.

We proudly partner with Eden Park and have been consistently recognised by: Reader's Digest Most Trusted Brands (11 consecutive years since 2011) and Quality Service Awards for Car, and Home and Contents Insurance (since 2015), Kantar Customer Leadership Index (since 2019), Canstar Blue Most Satisfied Customers (2011-2018), 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 NZ People's Choice award winner for car, home and contents (since 2019).

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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