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ASTERON NAMED COREDATA 2011 LIFE COMPANY OF THE YEAR

[Asteron](#) has been named CoreData 2011 Life Company of the Year for the third consecutive year, receiving the highest satisfaction ratings from advisers, among 11 major life insurance providers in Australia.

The award was based on a survey of around 1,660 advisers, financial planners and risk/insurance specialists. The awards looked at advisers' overall level of satisfaction with the performance, attitude and commitment of their main life risk provider, across 11 categories and 70 underlying attributes.

Specifically, CoreData's award was based on 11 core areas of service delivery, including:

1. New Business – Submissions
2. New Business - Underwriting
3. Overall end-to-end new business processing
4. Post-sales Administration
5. Call Centres and Communications
6. Claims
7. Product Offer
8. Commissions
9. Business Development Support
10. Education and Support
11. Image and Reputation

This year [Asteron](#) rated consistently across all the categories.

In the Image and Reputation component - which has the biggest impact on overall adviser satisfaction is - Asteron came out on top in this category.

Commenting on the accolade, [Asteron's](#) Executive General Manager Jordan Hawke said: "Asteron is proud to have won this award for the third year in a row. This is such a strong signal of the support for Asteron shown by those advisers and planners who use us as their main risk provider.

"The industry is undergoing increased regulatory focus on building more confidence and trust amongst end-customers, and this result demonstrates Asteron's focus on continually enhancing the experience for both advisers and their clients."

"Our strategy is to be a risk-specialist aligned to IFAs and we will continue to review our offer to ensure that more Australians can get access to appropriate levels of cover through our products and services, and quality advice through IFAs," Mr Hawke said.

CoreData's Head of Advice, Wealth & Super Research, Kristen Turnbull, said: "Asteron has won this award for the third year running, since the research commenced in 2008. Asteron's success this year comes down to consistently strong satisfaction ratings across the various categories measured. These included its market leadership in terms of a strong customer focus on the adviser and client, and also the timeliness of issuing adviser commission statements.



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“Over the next 12 months, more than half of advisers (61%) expect to increase the amount of insurance they write with their main risk provider, which exceeds the anticipated levels in 2010 (48.8%). So the rewards for insurers in giving consistently high levels of service are likely to be significant.”

CoreData’s survey looked at risk/insurance providers who offered products, such as income protection, trauma, term life, TPD (Total Permanent Disablement) and business insurance.

-ENDS-

MEDIA CONTACT:

For more information, or to interview Jordan Hawke or Kristen Turnbull, please contact Helen Hanon: 0457 535 639.

About Asteron

Asteron is a specialist provider of life insurance to financial advisers in Australia and New Zealand and is a part of the Suncorp Group. Asteron’s broad range of life insurance products has been designed to protect customers, their families and businesses against the financial impacts of death, sickness or injury. For further information, visit: www.asteron.com.au



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