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## Leading Suncorp insurance brands praised for digital customer experience

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Two of Suncorp's leading insurance brands, AAMI and GIO, have been awarded for the digital customer experience on their websites by Global Reviews.

[www.gio.com.au](http://www.gio.com.au) was ranked in first place in Global Reviews' 2016 Customer Experience Index for Insurance, while [www.aami.com.au](http://www.aami.com.au) was named as having the best online experience for life insurance customers.

Global Reviews said the GIO website offered "the best online experience for motor insurance" and held "the highest level of satisfaction amongst consumers for the process of locating general insurance information".

"Having outstanding customer service is absolutely critical, regardless of the distribution channel. Customers choose online platforms because they want to access a simple, quick process that gives them control," CEO Customer Platforms Gary Dransfield said.

"Being recognised for our digital customer experience is a fantastic achievement. We continue to look at ways of creating value for our customers."

The [Global Reviews 2016 Customer Experience Index](#) ranks the best performers in digital customer experience across nine different industries, including banking, education, energy and superannuation.

The Index measured 100 leading Australian websites, and involved more than 5,000 'in-market' consumers who completed more than 550 individual tasks and 3,000 survey questions.

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