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Award win recognises excellence in customer experience

Leading Australian financial services provider Suncorp has been recognised for delivering exceptional customer experience through innovative product development and outstanding service at the Customer Experience in Financial Services Asia Awards (CXFS Asia) 2016.

For the first time, Suncorp has been awarded the Best Customer Experience – Alternative Providers for its strategic focus on creating value for its customers.

Suncorp's Executive General Manager Customer Experience Debra Tagg said the accolade was based on the company's strategy to broaden and deepen its relationships with its customers to meet more of their needs.

"We're moving away from the current industry approach of selling unrelated and unconnected products to a position where we are connecting our customers to branded marketplaces, offering personalised experiences and solutions aimed at solving their problems and meeting more of their needs," Ms Tagg said.

"We put our customers at the centre of everything we do and I'm thrilled that our customer experience offering has been recognised by CXFS Asia."

CXFS Asia brings together the most successful financial institutions that are delivering customer experience strategies and initiatives that build sustainable and effective customer experience strategies.

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