

18 August 2011

BT INSURANCE AWARDED HIGHEST POSSIBLE RATING FOR CLAIMS PROCESSES AND CUSTOMER SERVICE

BT Insurance has been awarded an 'A*' rating by independent consultancy, The Risk Store.

The A rating reflects BT's excellence in claims servicing and is the highest rating given by The Risk Store. The 'star' rating reflects that BT offers a differentiated and unique claims experience with its tele-claim service that allows claims decisions to be made without forms or signatures on some income protection claims.

The Risk Store conducted a comprehensive analysis of the systems and standards which govern BT Insurance's service to customers at claim time, using their "Claims Management Analysis Programme" or C-MAP. This is a very detailed assessment of all aspects of claims processing and servicing.

Head of Life Insurance, Phil Hay, said BT's life insurance solution covered the four pillars of technology, product, support and service.

"Service is where the rubber hits the road. The Risk Store's independent acknowledgement of the outstanding experience BT Insurance provides to customers at claim time reflects the unwavering support our staff provide when customers need it most. We have invested heavily in staff and systems to make processing claims as effective as possible.

"I applaud The Risk Store for developing the C-MAP tool. It is a unique program designed to measure the true customer experience which a life claims team provides to an adviser and their client. A ranking of this nature is something our products are routinely subject to – having the same importance placed on our service offering is a good step for the life insurance industry."

The Risk Store's managing director Peter Wincott said: "The C-MAP methodology is intentionally unique by not mirroring any other measure offered to insurers. We applaud BT Insurance for caring enough for their claimants to open up their claims department to this scrutiny. We are therefore very pleased to award them the C-MAP Mark of Excellence as proof of their achievement."

The 'star' ranking coincides with the AFA Plan for Life Risk Innovation Award received earlier this year for BT Insurance tele-claims services, providing further recognition of a unique and innovative, client-centric service solution.

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Media release

About BT Insurance

BT Insurance offers life insurance to more than 800,000 policy holders in Australia.

BTFG offers a full range of life insurance products, including death and terminal illness; total and permanent disablement; living insurance (trauma); income protection; business overheads; needlestick benefit; and children's benefit.

BTFG has a customer-centred claims philosophy that paid more than \$100 million in claims to more than 1,000 customers in 2010 including:

- Around \$62 million in claim to help families cope with the loss of a loved one
- \$30 million to help our policyholders manage through sickness and injuries
- Regular payments totalling more than \$10 million paid to our income protection customers.

For more information, go to www.bt.com.au

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