

5 September 2016

Advisers vote BT best life insurer

BT's life insurance business has ranked first among life insurers and achieved a user satisfaction score of 87 per cent, the highest in the Australian life insurance industry, according to new research undertaken by Investment Trends.

Hundreds of advisers were canvassed regarding their views on Australia's leading insurers, with more advisers citing BT as the best out of a possible 11 insurers.

Phil Hay, BT's head of life insurance, said, "At BT we remain committed to delivering market-leading life insurance products supported by the highest standards of service, as well as transparency around the insurance process. We're pleased that our approach, from underwriting to claims, is really resonating with advisers."

Overall, BT ranked number one in seven out of a possible thirteen categories – underwriting, claims, product, brand, pricing, call centre and website – ultimately receiving the Investment Trends 2016 Overall Satisfaction - Insurer Award.

"The best feedback comes from the people who utilise your products and services every day. This recognition reflects the partnership approach we take with advisers, particularly with helping them retain business and attract new clients during what is a challenging time for the industry," Mr Hay concluded.

The Investment Trends 2016 Planner Risk Report is based on a survey of 620 financial advisers and was completed in June 2016.

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About BT

BT has been helping Australians prepare for the best since 1969. Its reputation is built on its expertise in superannuation, investment, insurance and advice. www.bt.com.au

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