



PFL/AFA LIFE COMPANY OF THE YEAR 2012

Service Team Awards
6 March 2013



Winners and finalists



Underwriting & New Business Team of the Year 2012

Winner: Asteron Life

Finalist: BT Financial Group

Finalist: TAL



Claims Team of the Year 2012

Winner: OnePath

Finalist: Zurich

Finalist: AIA Australia



Business Services & BDM Team of the Year 2012

Winner: AIA Australia

Finalist: Asteron Life

Finalist: Macquarie Life



Why Asteron Life won the 2012 Underwriting & New Business Team of the Year Award



Asteron Life was rated higher than all other life companies across every key measure

Stand-out performance areas:

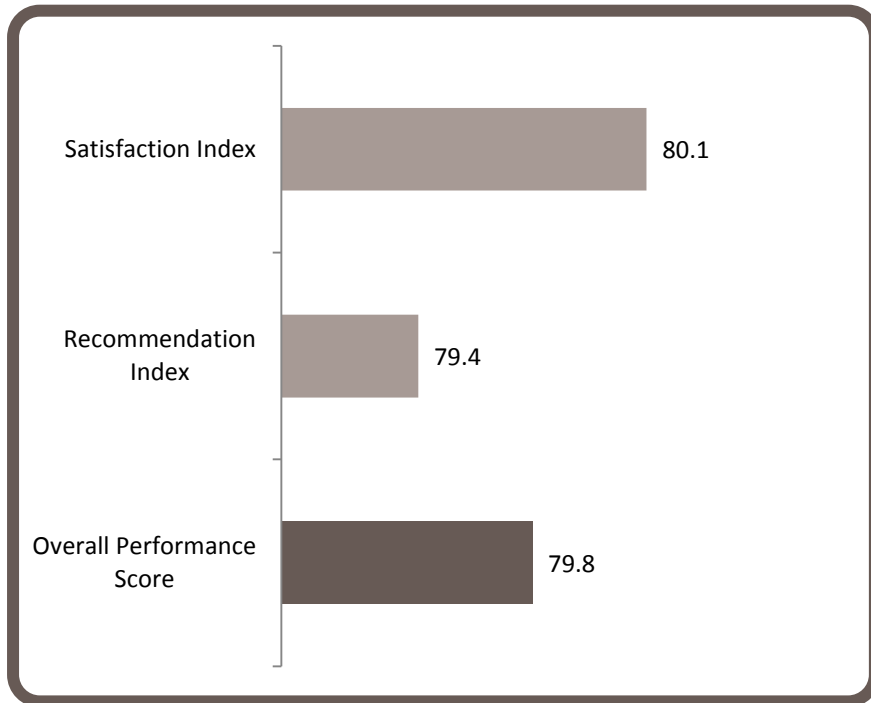
1. **Accessibility of underwriters** - being able to access underwriters easily to provide background information and debate risk assessment issues
2. **Quality of underwriting communication** - clear and transparent communication of considerations and clarity of explanation given when proposals are declined or alternative terms are offered

BT Financial Group and TAL were finalists

737 ratings of the underwriting & new business teams were analysed to place Asteron Life the winner of this category with BT Financial Group and TAL as finalists



Why OnePath won the 2012 Claims Team of the Year Award



OnePath was rated higher than all other life companies across every key measure

Stand-out performance areas:

1. **Empathy and sensitivity** of claims case managers and other staff throughout claims process
2. **Quality of assessments** - fair and transparent claims decisions, processes and policies
3. **Quality of claims communication** - clear, transparent and proactive communication about all aspects of a claim, including benefit calculations

Zurich and AIA Australia's underwriting team were finalists.

448 ratings of the claims teams were analysed to place OnePath the winner of this category with Zurich and AIA Australia finalists

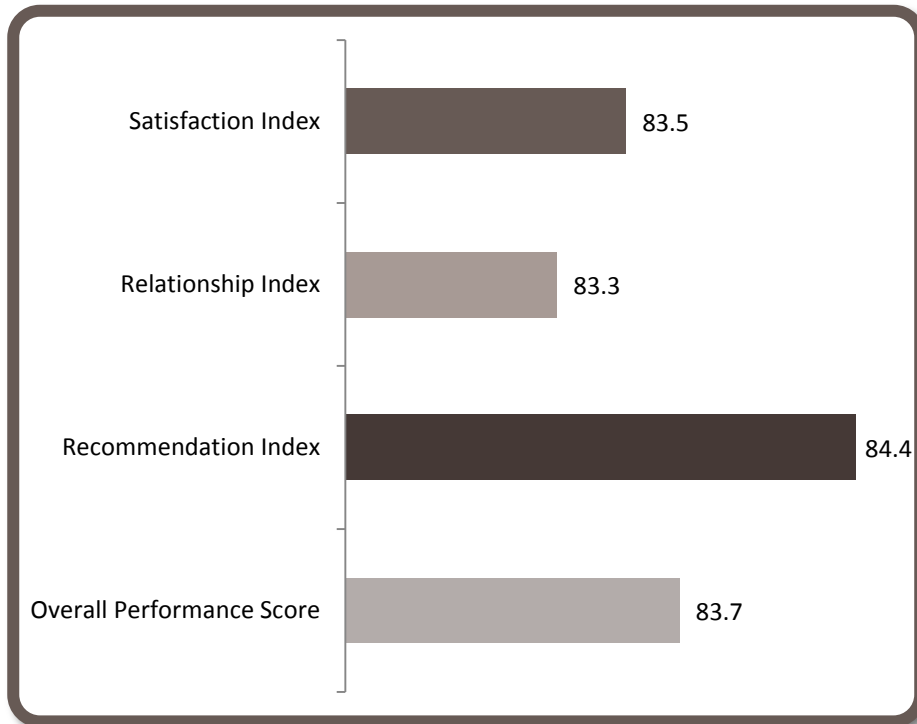
OnePath

ZURICH®



Beddoes
institute

Why AIA Australia won the 2012 BDM Team of the Year Award



708 ratings of the BDM teams were analysed to place AIA Australia the winner of this category with Asteron Life and Macquarie Life finalists

AIA Australia was rated highest or equal highest across every key measure

AIA Australia's stand-out performance areas:

1. **BDM product knowledge** - BDM knowledge of the range of products and product applications
2. **BDM industry knowledge** - knowledge of the industry and external market conditions including regulation changes and compliance aspects
3. **BDM availability** - frequency and nature of contact and being there when needed

Asteron Life and Macquarie Life were close finalists



Method

- The AFA member database and riskinfo database was combined to create the largest independent pool of advisers in the industry
- An online survey was conducted between 10 January and 15 February 2013
- The research evaluated the performance of the underwriting, claims and BDM teams of life insurance companies separately
- For each category, respondents were asked to rate the performance of up to three life companies they had used most in the last 12 months

Respondent Profile

Sample was representative of the adviser population in Australia

- **Respondents rated up to three life insurance companies across the three award categories with 1,893 ratings:**
 - 737 ratings for underwriting & new business
 - 448 ratings for claims
 - 708 ratings for BDMs
- **72% male**
- **88% were qualified financial advisers**
- **The average age was 45.6 years**
- **76% were from eastern seaboard states (QLD, NSW, VIC)**
- **70% were based in capital cities**



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