



## Zurich Life wins the 2010 IBA Service Excellence Award

**Pictured:  
The Zurich Life  
Team accepting the award.**

From left to right are: Tom McGarry, Regional Sales Manager; Colum O'Brien, Head of Broker Sales Division; David Madigan, Chief Operating Officer, European Hub; Anthony Brennan, CEO, Zurich Life; Elaine Fitzpatrick, Manager, Broker Marketing and Pat Nugent, Sales Manager, Corporate Business Dublin.

Zurich Life won the 2010 IBA Service Excellence Award at an awards ceremony on February 18th. The award, from one of the largest Broker organisations in Ireland - The Irish Brokers Association (IBA) - recognises the company that provides the best service to Life Insurance Brokers.

The IBA is the premier professional body of Insurance Brokers in Ireland and represents over 700 insurance intermediaries.

Having won the other major broker service award at the end of last year from PIBA (Professional Insurance Brokers Association); this double success is great recognition from Zurich's key distribution channel that it is delivering the best service to Brokers in a very competitive market.

As well as winning the overall award Zurich Life both improved its total score and increased scores across multiple categories compared to last year, including:

- Sales support team's technical understanding of our products (7% increase in score);
- Efficiency of underwriting response (7% increase in score);
- Quality and usefulness of sales support team (5% increase in score);
- Level of Chief Executive and Senior Management support for IBA Brokers (3% increase in score)

In addition, Zurich Life retained number one position in key categories such as:

- Usefulness of website for access and quality of information
- Usefulness of website tools for helping you to complete applications and do business
- Range of pension and protection products
- Range of pension and investment funds

This latest award success is great recognition of the unrivalled service track record of Zurich Life in Ireland, built up over several years. The development of the European Hub in Ireland means Ireland is now at the very heart of Zurich's strategy in Europe and is set to further strengthen IT and service standards which should help ensure continued success in the broker service awards.

This was the twentieth year of the IBA Annual Insurance Services Awards and this latest success marks the fourteenth time the Company has won the award since its inception.

A great evening for Zurich in Ireland was completed with Zurich Insurance receiving the 'most improved Insurer' award in the General Insurance category – so brokers are really now seeing the strength and commitment of Zurich in Ireland.

