

Zurich Life voted Most Reputable Financial Services Company in Ireland



At Zurich Life, we understand that a good reputation is an asset that gives a business a competitive edge, especially when it is recognised as reliable, credible, trustworthy and responsible by its customers. And so, we continually strive to build and protect the solid reputation we have with Financial Advisors and customers.

In April, the Reputation Institute, a private advisory and research firm specialising in corporate reputation management released the results of the Ireland RepTrak 2013 study on the reputations of the largest and most visible companies in Ireland.

There were four awards in total with BMW taking the top place overall: An Post, top of the league of Semi-State bodies: and Kerry Group, taking the honour of No. 1 indigenous firm.

Zurich Life was top of the table for Financial Services and was awarded 1st place as the Most Reputable Financial Services Company in Ireland ahead of a list of domestic and international financial services brands.

Anthony Brennan, CEO Zurich Life who accepted the award from An Tánaiste Eamon Gilmore said:

“ This award reinforces our commitment to earning the trust of our customers - whether they are planning for retirement, saving for their children’s education or protecting their families’ financial future. For customers, the strength and reputation of their financial services provider is key and is an important criterion in deciding where to place their business. To be ranked first in Ireland is a great endorsement from the Irish public of the strength of our reputation and one that should give our Financial Advisor partners great comfort when recommending Zurich Life to their clients. ”



Pictured at the announcement of the RepTrak 2013 awards were: Donal O’Connell, An Post; Niamh Boyle, Managing Director, Corporate Reputations; Michael Nugent, BMW; Michael Dowling, Kerry Group; and Anthony Brennan, Chief Executive, Zurich Life.

Reputation Institute & the RepTrak Study - Annually, the institute surveys the corporate reputations of 2,500 companies across the globe in 41 countries and 24 industries. These surveys, supplemented by interviews with leading industry executives and thought leaders, detail to what extent critical factors drive customer perception of reputation.