

Grey Power ranks highest for customer satisfaction among home insurers in Ontario and Atlantic Canada

August 6, 2013 – Grey Power, an industry leader in providing car and home insurance to experienced drivers aged 50 or over, ranked highest in customer satisfaction among home insurance companies in Ontario and Atlantic Canada, according to a study conducted by J.D. Power.

“It is quite an honour to now hold the highest rankings for customer satisfaction in car and home insurance in the Ontario and Atlantic region. When our customers recognize Grey Power for service excellence it brings us a tremendous sense of pride,” said Michelle Dodokin, Vice President of Grey Power Insurance Brokers. “We believe that delivering friendly, expert advice and staying focused on the needs of our customers every day is the key to building loyal and trusting relationships with them.”

According to the 2013 Canadian Home Insurance Study (SM), Grey Power scored 791 points out of 1,000, a 24-point improvement over their ranking last year and 37 points above the Atlantic/Ontario region average. The company performed particularly well in the areas of customer interaction, claims, and billing and payment service.

J.D. Power surveyed more than 7,500 customers across Canada for its sixth annual study, which measures home insurance customer satisfaction according to five factors: customer interaction, policy offerings, price, billing/payment and claims.

This award will be added to three other J.D. Power trophies on Grey Power’s mantle:

- 2013 Auto in Ontario and Atlantic Canada
- 2012 Auto in Ontario and Atlantic Canada
- 2010 Auto in the private full-coverage segment

About Grey Power

Grey Power is an industry leader in providing car and home insurance to Canadians that are 50 or over. Grey Power recognizes it takes years of skill and experience to achieve a good driving record and rewards that experience with substantial savings. With Grey Power, Canadians not only save on their insurance but also get superior service and expert advice. Grey Power products are provided by Trafalgar Insurance Company of Canada, which is a member company of Intact Financial Corporation (TSX: IFC), the largest provider of property and casualty insurance in Canada.

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