

Intact Insurance launches new national advertising campaign: Our 30 Minute Claims Service Guarantee in action

Survey finds Canadians 71 per cent more likely to choose a business which offers a service guarantee

Intact Insurance, Canada's largest provider of home, auto and business insurance has launched a new national television and online campaign geared to consumers, promoting its 30 Minute Claims Service Guarantee. The campaign delivers on the trend that sees Canadians prioritize responsive customer service from their insurer and highlights the Intact Insurance employees that deliver that every day.

"We believe it's powerful to show our promise in action, so that's exactly what we are showcasing through these commercials. At Intact Insurance, our promise to customers is to get them back on track quickly when an accident or unforeseen event occurs," said Monika Federau, SVP & Chief Strategy Officer.

Along with being more likely to choose a business that offers a service guarantee, a recent Angus Reid survey found that 98 per cent of respondents stated that responsiveness of the service representative was important in making a positive customer experience memorable. This further confirmed Intact Insurance's belief that service guarantees do make a difference in consumers' purchasing decisions. Furthermore, 79 per cent of respondents indicated that quality products/services impact their purchasing decisions, with the next two most important attributes being helpful staff (56 per cent) and convenient hours (42 per cent).

"We believe unequivocally that Canadians are looking for action from their insurer and with that, our message to customers is simple. Intact Insurance will quickly get them back on track when the unexpected happens. It's a commitment made possible by our greatest strength – our nation-wide network of responsive, empathetic claims staff," said Ms. Federau. Intact's claims department is made up of more than 3,000 dedicated employees, 1,000 of whom work in one of our fifteen claims centre locations across Canada.

"Our guarantee is that within 30 minutes of answering a call, we'll start the claims process and arrange emergency support if required so customers can feel relieved that the situation is being taken care of. And we could never have made these commercials and that commitment without total confidence in our people."

In the commercials, actors call in to Intact Insurance Claims Centres and speak to a professional about an unfortunate incident. While the situations are dramatizations, the responding employees believe they are speaking to real customers who need their assistance."

The new commercials depict the claims reporting experience offered by Intact Insurance. They showcase its excellent customer service and reinforce what makes Intact Insurance different and why consumers should choose Intact for their home and auto insurance needs.

For more details see www.intact.ca.

About Intact Insurance

Intact Insurance is Canada's largest home, auto and business insurance company, the choice of more than four million consumers. Its coast-to-coast presence and its strong relationship with insurance brokers mean the company can provide the outstanding service, comfort and continuity customers deserve. Intact Insurance (www.intact.ca) is a member company of Intact Financial Corporation (TSX: IFC), the largest provider of property and casualty insurance in Canada. (www.intactfc.com)

About the Angus Reid poll

From March 19 to March 20, 2014 an online survey was conducted among 1,510 randomly selected Canadian adults age 18+ who are Angus Reid Forum panelists. The margin of error, which measures sampling variability, is +/- 2.5%, 19 times out of 20. The results have been statistically weighted according to education, age, gender and region. Census data was used to ensure a sample representative of the entire adult population of Canada.

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