belairdirect ranks highest for customer satisfaction among auto insurers in Ontario

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belairdirect, an innovative, customer-focused insurer, ranked "Highest in Customer Satisfaction among Auto Insurers in Ontario", according to a recent study conducted by J.D Power

"I'm incredibly proud of our employees for helping us achieve the highest ranking for customer satisfaction in car insurance in Ontario in the Ontario region. At belairdirect we believe in giving our very best to provide our customers with an outstanding experience, so it's an honour to know that our customers have recognized us for service excellence," said Carla Smith, Regional Vice President, belairdirect, Ontario.

According to the 2014 Canadian Auto Insurance Satisfaction Study℠, belairdirect scored 784 points out of 1,000, improving from their second place ranking last year, and third place ranking in 2012. They were also 35 points above the Ontario region average.

J.D. Power based their study findings on responses from over 9,900 auto insurance policyholders across Canada for its seventh annual study, which measures auto insurance customer satisfaction according to five factors: customer interaction, price, policy offerings, billing/payment and claims.

The company performed particularly well on the price and policy offerings study factors.

About belairdirect

Founded in Quebec in 1955, **belairdirect** provides car and home insurance products directly to consumers. It currently employs more than 1,600 people. The company offers a simple but complete solution, allowing customers to communicate with an agent by phone, online or in person through its network of branches. **belairdirect** was the first property and casualty insurer in the world to sell car insurance products online (www.belairdirect.com), attesting to the company's innovative character. **belairdirect** is a subsidiary of Intact Financial Corporation, the largest provider of property and casualty insurance in Canada (TSX : IFC - www.intactfc.com). For more information, please visit www.belairdirect.com or follow **belairdirect** on Facebook, Instagram and Twitter.

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